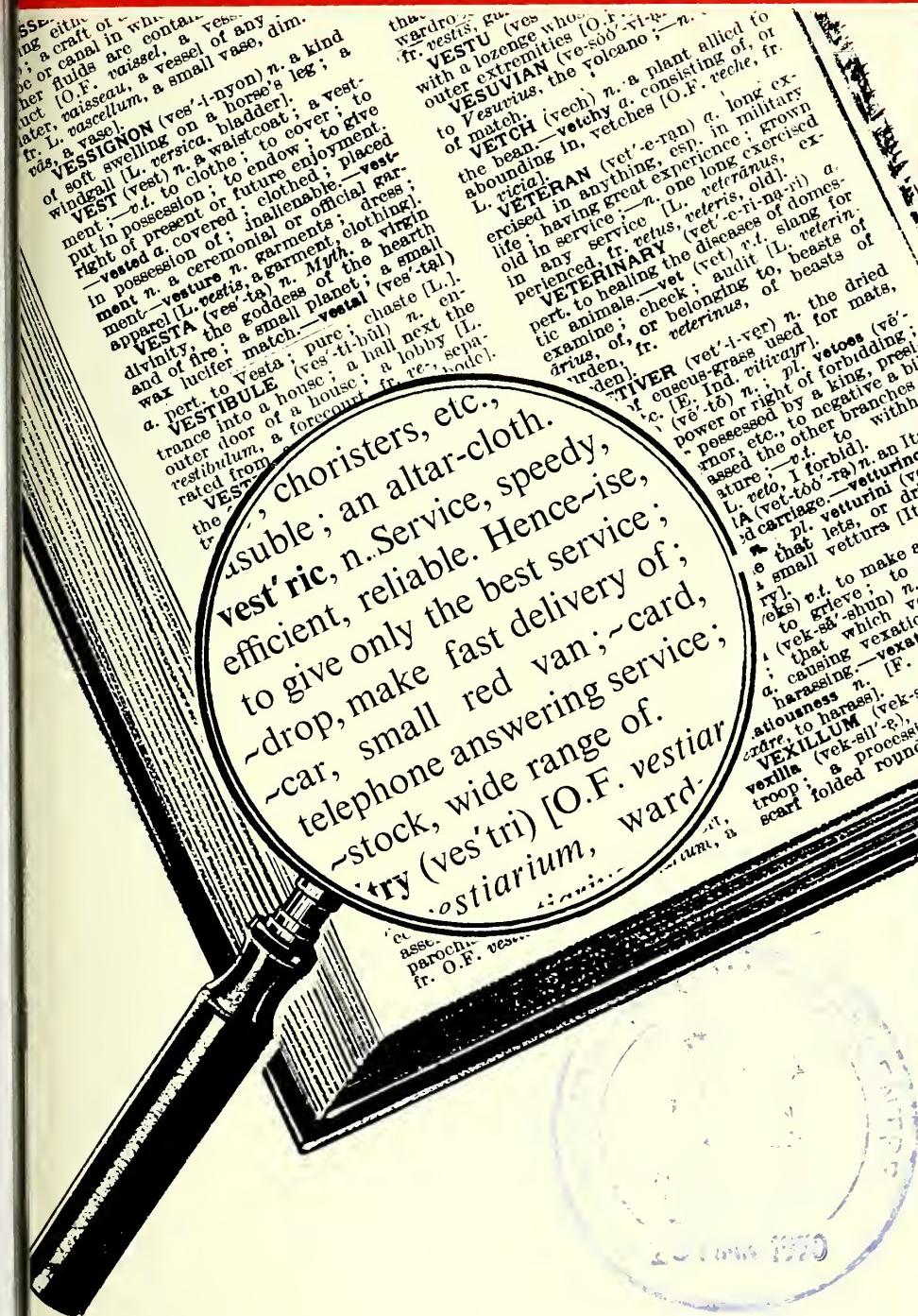


# CHEMIST & DRUGGIST

newsweekly for pharmacy



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HEAD OFFICE: RUNCORN, CHESHIRE

### BEAUTY BUSINESS SPECIAL SUPPLEMENT

**Carbon copy  
scripts for  
dependence  
drugs proposed**

Noel Hall  
on  
'Noel Hall'

Balance sheet  
for CAG



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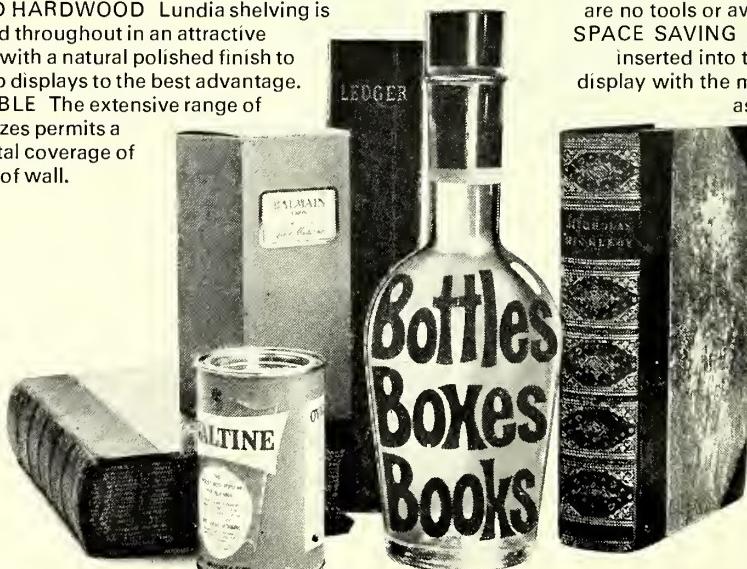
Lundia all-purpose shelving by Remploy gives you an elegant display system at a really low cost. And it is specially designed for speedy erection by unskilled labour.

**POLISHED HARDWOOD** Lundia shelving is constructed throughout in an attractive hardwood with a natural polished finish to set off shop displays to the best advantage.

**EXTENDABLE** The extensive range of standard sizes permits a virtually total coverage of any length of wall.

And single bays can be extended on either side by using extension sections at a lower cost. ADJUSTABLE Lundia shelving can be adjusted at any time to suit your changing requirements. And there are no tools or awkward metal fittings involved.

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JUBILEE YEAR 1970  
**Remploy**  
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# CHEMIST & DRUGGIST

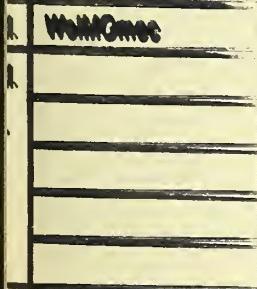
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The newsweekly for pharmacy

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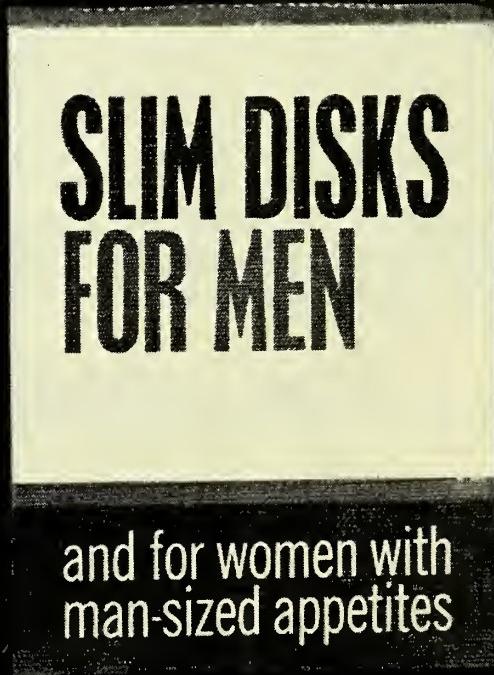
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Contents ©

Member Audit Bureau  
of Circulations

Mr R. G. Worby who was one of a three-man deputation on NE London pharmacy closures (p 386)

# Why are so many women picking up so many Slim Disks For Men?



It's only six weeks since Slim Disks For Men was launched.

And it's already evident we're on to a winner.

The reason?

Slim Disks For Men is aimed at the expanding market of expanding men . . . virtually virgin territory.

And we're getting through to the men through their women folk.

That's because the ladies know Slim Disks' effectiveness.

And this new formula is extra effective, because two types of cellulose are used.

To give faster dissolution, greater bulk, and a quicker feeling of satisfaction.

**Slim Disks For Men** gets heavy advertising in media aimed at overweight men, *and their wives!* over 250,000,000 opportunities to see (all adults).

87½% Profit incl. stock-in bonus of up to 1 to the dozen which gives £6.7.6 return on £3.8.0 outlay.

Retailing at 8/6d. for 42 tablets.

**Free Premium** to offer with every sale—valuable Calorie Check List supplied with your order.

**Compact counter display** for impulsive pick-up sales (only 8 mm wide).



A Trentham Laboratories Product. Distributed by E. C. De Witt & Company Limited, Seymour Road, London E. Tel: 01-539 3334. Or from your usual Wholesaler.

# Chemists' Action Group's finances: member obtains copy of balance sheet

A glimpse into the Chemists' Action Group's finances has been obtained through the efforts of one of the Group's members.

Mr George Eales, South Shields, applied for membership of the Group in 1968. He received a membership card and a copy of the rules, but during the period of his membership of one year no other communication.

The rules of the organisation stated that a balance sheet should be prepared on July 31 each year, but Mr Eales did not receive a balance sheet and complained through the medium of the pharmaceutical Press. He was then publicly rebuked by Mr Blum for not having contacted him privately.

Mr Eales did so, but still did not receive a balance sheet. Indeed he had to employ a solicitor who wrote several letters to the solicitors of the CAG before the balance sheet reproduced on the right was received.

Mr Eales' comment is: "If the rest of the organisation is as efficient as the balance sheet would indicate, I may not be renewing my membership."

The form of the balance sheet is shown in the illustration, and its content is set out immediately above it. Doubtful legibility is indicated where appropriate.

## Chemists more security-minded

Although burglary claims received by the Chemists' Mutual Insurance Co Ltd in the year ended September 30, 1969, continued to rise, the company, contrary to expectations, are not to increase their burglary premiums.

The company's annual report says members generally are accepting the advice and recommendations to overhaul security in their pharmacies and also installing burglar alarms. Those who have not yet taken action are urged to do so. Claims on the fire and miscellaneous accounts were lower.

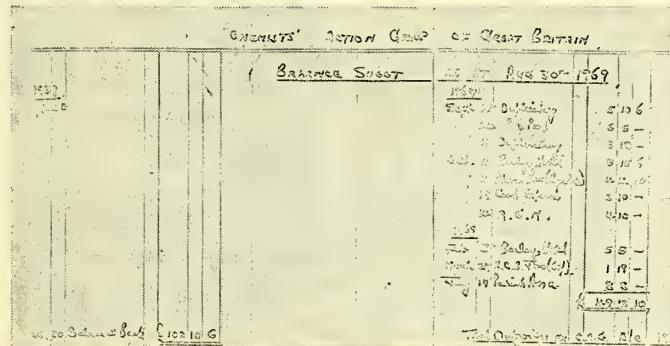
The accounts show net profit of £46,526 after tax of £3,728. Premium income at £196,124 showed a rise of 11 per cent over 1968.

*Chemists' Action Group of Great Britain  
Balance Sheet as at Aug. 30th 1969.*

1969	1967				
(item deleted)	Sept	4	Duplicating	5 10	6
		24	" & Post	6 5	0
		11	Duplicating	3 18	0
Oct		11	Baileys Hotel	5 15	6
		11	Pharm. Press (Register)	4 12	10
		19	Cash Expenses	3 10	0
		14	A.G.M.	4 10	0
1969					
Feb	8	Baileys Hotel	5 5	0	
March	27	R.C.B. Jones (Exp.)	1 19	0	
July	17	Patients Assoc. (?)	8 8	0	
				£49 13	10

AUG. 30 Total Outgoings Ex C.A.G.  
Balance at Bank £102 18 6 A/C 1967

. . . and it looked like this



## Another 'Bidford' health centre

Another situation similar to that at Bidford-on-Avon where dispensary facilities are being provided for doctors in a health centre to be built near to a rural pharmacy (*C&D* March 14, p 346) was reported to the *C&D* this week.

At Pocklington, York, similar facilities are being provided in a health centre with three pharmacies within walking distance.

The centre, being provided by East Riding Executive Council will accommodate five doctors from two practices and is expected to be completed in October 1970.

The local Pharmaceutical Committee, while regretting that current regulations as interpreted by the Ministry allow doctor dispensing from the centre, have agreed after local consultation, that the general pharmaceutical service in the area is adequate and that no request should be

made for providing such a service from the centre.

At its March meeting the Council of the Pharmaceutical Society expressed the view that developments such as those at Bidford were likely to prolong the settlement of the rural areas problem and suggested that the Bidford situation should be raised during discussions of the working party of the pharmaceutical and medical professions.

## Decimal shop on TV

To help retailers prepare for the D-Day changeover, BBC-1 will be showing a series of five programmes called "Decimal Shop," starting on Sunday, April 19, at 12.30 pm.

Aimed mainly at small shopkeepers the series has been prepared in consultation with the Decimal Currency Board and retail trade associations, and will give the essential facts about the decimal changeover and will show practical ways in which retailers can get ready for the switch.

## The new look C&D leaps ahead

The C&D's "new look" has proved a winner. In the six months July - December 1969 average weekly sales reached a record

**14,641**

That is a weekly increase of 802 over the 1968 average.

The ABC audit for the period also shows that net paid sales hit a new high, reaching 14,089 as against the previous peak of 13,624.

The C&D is the only publication in its field that is paid for mainly through personal subscription, so these figures really mean what they say — they mean business; and for the subscriber they mean an even better service.

## Money-off offer and Trade Description Act

Beecham Foods have issued a statement in connection with a Ribena offer which led to prosecution under the Trade Descriptions Act at Prescot, Lancs, on March 11.

In October 1969 it was brought to the company's notice by a customer that a "2s off your next purchase" consumer promotion had, by an oversight, been incorrectly worded.

Beecham offered a 2s voucher towards the purchase of a bottle of Ribena, Lucozade or Horlicks. The customer had to send in two Ribena foil caps to qualify for the offer so it was in fact 2s off the next-but-one purchase. Because of this the offer contravened Section II (2) of the Act.

Beecham immediately took steps to rectify the situation and wrote to the consumers who had complained, apologising and sending them two vouchers for 2s off subsequent purchases. Distribution of the promotional bottle collarettes was halted and Beecham's sales force removed offending collarettes from Ribena bottles in outlets. A modified offer was put out, requiring only one cap.

# NE London's pharmacy closure inquiry

The "rapid decline" in the number of pharmaceutical outlets in North-east London, was brought forcefully to the attention of the Department of Health on March 3.

A deputation from the North-east London Executive Council saw Department officials, who agreed to explore the feasibility of a local investigation of the need for redeployment of pharmaceutical services. It had been pointed out to the officials that a net loss of 64 pharmacies since 1965 meant a drop of almost 21 per cent in the number of outlets.

Statistics of the increasing number of patients per surviving pharmacy showed that surrounding Executive Councils were rapidly suffering similar losses.

North-east London is particularly vulnerable because of the earlier inroads upon counter sales created by the rapidly developing complex of supermarkets.

The point was made by the deputation that some form of incentive was required if it were to be possible for Executive Councils to implement Section 38 of their terms of reference, namely to ensure an adequate pharmaceutical service within their area. Several localities in North-east London where petitions and protests at lack of pharmaceutical services had been made were detailed. The broader aspects of the pharmacist's work in discouraging unsuitable self-medication was stressed.

It was made clear to officials that rising overheads, particularly due to expiring leases in the area, were rendering the existing remuneration inadequate for pharmacies not having an extensive counter business. If pharmacy was to continue to attract a sufficient number of entrants of the right calibre, it must be able to do so as a profession practising pharmacy, which was viable *per se*, not as a supermarket operation with pharmaceutical connections.

The Department is reported to have "clearly understood" that recent contract proposals from North-east London Pharmaceutical Committee evinced no desire for a "salaried service," and discussion centred upon a practical method of achieving an incentive-based scheme for planned distribution. Reference was made to

the system of Medical Practices Committees.

According to the deputation, the Department representatives felt that if questions of "reasonable distance from pharmacies," "reasonable work loading for a pharmacist whilst performing all aspects of his professional duties apart from simply dispensing," and the likely costs of incentive schemes, were further examined, it might prove that a practicable scheme could be devised.

The Department side said that the serious situation must lend strength to existing negotiations for overall increased remuneration.

## Sodium chlorate 'over-18s only' sales urged

The Pharmaceutical Society's Council is recommending that pharmacists in general practice should sell sodium chlorate only to persons who are, or appear to be, eighteen years of age or over.

Following an approach from the Home Office, the Society's general and industrial practices sub-committees considered the question of the labelling of containers of sodium chlorate and the possibility of a voluntary restriction on the sales.

The Home Office had considered all possible means of reducing the number of accidents which occurred each year through experiments by young people involving the use of sodium chlorate in the manufacture of explosives. Legislation under various acts was contemplated but the final conclusion was that voluntary action by manufacturers and retailers was likely to achieve the best results.

The Association of the British Pharmaceutical Industry have confirmed that those of their members who pack sodium chlorate are prepared to include the words "Should not be sold to persons under eighteen years of age" in a conspicuous place on the label. This will be done as new stocks of packaging materials are ordered.



"World Cup Winston," official mascot of the England World Cup Supporters and Team, receives his injection of Epivax against distemper and other major canine diseases. "Winston", who will be one year old on June 1, when England play their first match, will be arriving at Mexico City on May 12, where he will be met by the British Ambassador, and will stay in the Embassy. Epivax is distributed by Burroughs Wellcome & Co from their Veterinary Division at Berkhamsted, Herts.

## Higher turnover from fewer shops

In 1966 there were 504,000 retail shops in Great Britain, 73,000 fewer than five years earlier, but the total turnover of these traders (at current prices) increased by 26 per cent to reach more than £11,000 m.

The number of establishments classed as chemists and photographic dealers was 17,959 (0·8 per cent less than in 1961); their turnover was £501 m (44·7 per cent up). The shops engaged a total of 114,901 staff including 82,283 full time; 13,969 owners worked in the business, 11,500 serving full time.

The stock turnover ratio for chemists and photographic dealers was 5·8 in 1966 against 5·4 in 1961 and 5·6 in 1957. Their gross margin expressed as a percentage of turnover was 30·3 in 1966; 29·4 in 1961 and 30·4 in 1957.

Proportionately less of total sales were in food shops in 1966 than in 1961; the percentage share declining from about 46½ per cent to a little under 45 per cent. Among the 2½ m persons engaged in retail trade in 1966 the proportion working on a part-time basis was 33 per cent compared with

26 per cent in 1961—a continuation of the increase between 1957 and 1961.

(Report on the Census of Distribution and other Services 1966 (Vol 1), HM Stationery Office, price 18s.)

## Technicians' pay revision

New salary scales for pharmacy and other hospital service technicians have been agreed by the Whitley Council Committee B. The new scales are given in PTB circular 246 and are back-dated to July 1, 1969.

Student technicians now receive £300pa at age 16 with annual rises to £525 at age 24 with three further increases to £600.

A pharmacy technician I starts on £380 at 18 rising to £550 at 24. Thereafter six further increments bring the salary to £765.

A pharmacy technician I begins at £650 with eight increments to £910, followed by a further increment of £40 after a further five years' service.

Hourly rates for part-time staff working eighteen hours a week or less are increased to 9s 6d and the hourly rate for work at evening clinics goes up to 8s.

## Wales gets a Green Paper

A Green Paper containing proposals for the reorganisation of the Health Service in Wales has been published by the Secretary of State for Wales.

It outlines a health service structure consistent with the main principles proposed for England (*C&D* February 14, p 188) but taking into account special local circumstances.

The three firm Government decisions announced for England apply; namely, administration by area health authorities, an administrative boundary between the Health Service and the public health and personal social services (which will continue to be administered by local authorities), and new health authorities being coterminous with the new local authorities.

The unified health services will be placed under seven Area Health Boards, one each for the proposed counties of Clwyd, Dyfed, Gwynedd and Powys and one for each of the three unitary areas into which the existing counties of Glamorgan and Monmouthshire will be divided.

It is proposed that they should have 20-25 members of whom one-third would be appointed by the health professions, one-third by the coterminous local authorities and one-third by the Secretary of State for Wales.

### Limited number

It is thought that keeping the number of Boards to seven will enable them to be in direct relationship with the Welsh Office. In England, proposals have been put forward for the establishment of Regional Health Councils, but that is not thought appropriate for Wales at present.

As in England, pharmacists would be in contract with the area boards through a statutory committee. It is proposed that the Welsh Joint Pricing Bureau should be kept in being as a joint activity of the area boards.

The Green Paper has been published for general discussion and copies are being sent to interested bodies in Wales with a request for comment. The views of voluntary bodies working in the health services and private individuals are also welcomed by the Welsh Office.

[Reorganisation of the Health Service in Wales, HMSO, 3s.]



*The "caretaker" General Pharmaceutical Committee for Wales appointed by the Central NHS (Chemist Contractors) Committee after receiving nominations from Welsh local pharmaceutical committees held its first meeting on March 12. Seen here are, left to right: standing, M. L. Lord, W. A. Evans, J. Charlton, assistant secretary of the Central Committee, J. R. E. Shelley and L. Kaye; seated, are C. H. Brunning, J. T. M. Ross, G. T. M. David, chairman of both the Welsh Committee and the Central Committee, J. Wright, secretary of the Central Committee and D. H. Maddock. The Committee appointed Mr Charlton its secretary at the meeting. Direct liaison with the Central Committee will be through Mr David*

## New carbon copy prescription plan for drug control

A plan to keep track of the prescribing of drugs of dependence by the use of self-duplicating prescription forms has been put forward by a Pharmaceutical Society working party.

In a report — expected to be published soon — the authors, Mr J. C. Bloomfield, Professor A. H. Beckett, Mr D. E. Sparshott and Dr M. Weatherall suggest that the system could be used for both National Health Service and private prescriptions. The pharmacist would receive a prescription in duplicate and either retain the original for his records or, in the case of a NHS prescription, submit it to the pricing bureau.

"The carbon copy on which should be printed 'Not to dispense' would be sent by the pharmacist to a central clearing house so that a record could be kept of doctors' prescribing and also of the amount which individual patients receive." Dispensing doctors would comply similarly.

The method could be used either nationally or in specific areas with an existing problem.

The working party also recommends that the Council of the Society should consider means of collecting from pharmacists, in a systematic manner, information relating to: prescribing of known drugs of dependence; and new drug trends.

## No Liverpool hospital resignations

Following the negotiation of new salary scales, Liverpool hospital pharmacists have agreed not to tender their resignations. A statement issued on behalf of the Liverpool Branch of the Guild of Public Pharmacists by Mrs Joyce E. Tinegate, chairman, reads:

"The substantial interim increase which is now awarded to hospital pharmacists exceeds the current norm of salary increases, and is welcome recognition of the exceptional injustice to which pharmacists have been subjected in recent years, and which obliged Branch members in Liverpool to prepare their resignations from the hospital pharmaceutical service."

In acknowledgment of the resolve and skill shown by the staff side's negotiators in securing the award, the Branch announces that the resignations will not now be tendered.

This decision has been taken with the knowledge that the Noel Hall Working Party re-

port has been published with unprecedented speed. The Liverpool pharmacists hope for early implementation of this important report in the Liverpool region, in order to improve the pharmaceutical service, and give maximum benefit to the patient."

The Branch had originally threatened that the resignations would be tendered if the salary claim put in by the staff side of Pharmaceutical Whitley Council Committee were not met in full.

When the management side offered its lowest interim increase the Branch decided to await the outcome of negotiations of a staff side counter-claim for an interim rise of 25 per cent before deciding what action to take. The resignations would have been tendered if the settlement were considered unsatisfactory.

## PT order on exempted drugs

The Purchase Tax (No 1) Order 1970 which came into operation on March 16, consolidates the list of drugs and medicines which were free of purchase tax on February 28: that is to say the existing list shown in the Purchase Tax (No 2) Order 1968 (which is now cancelled) and also the items listed in Directions up to and including the Purchase Tax (No 1) Direction 1970. The Order does not exempt any additional substances or cancel any existing exemption (HM Stationery Office, 2s.)

# CUSHIONGRIP RAINBOW

## A pot of gold for you at the end of the CushionGrip rainbow

The denture-aid market is growing fast, but CushionGrip sales are growing faster! Just look at recent trends :

Period	Market	CushionGrip
MAY/JUNE '69	100	100
JULY/AUG '69	114	166
SEP/OCT '69	104	166

Over five whole months, June to October, market up 4 index points; *CushionGrip* up 66 index points.

And this is *planned* growth—the direct result of hard-hitting, highly-attractive advertising.

Advertisements are now appearing in these top-selling newspapers and magazines :

THE DAILY MIRROR • DAILY SKETCH  
SUNDAY MIRROR • NEWS OF THE WORLD  
GLASGOW DAILY RECORD • REVEILLE  
BELFAST TELEGRAPH • THE SUN

There's your pot of gold . . . the big growth-maker in the denture-aid market. So stock up—and cash in. *This is just the beginning!*

**CushionGrip**  
Makes dentures comfortable  
because it makes them grip and fit.

WHITE LABORATORIES, PENARTH ST., LONDON, S.E.15.

# Government view of Noel Hall

The Joint Parliamentary Under-Secretary of State for Scotland (Mr Bruce Millan) said last week that the importance the Government attached to the Noel Hall report was reflected in the urgency with which the report was issued in duplicated form to hospital committees for their consideration.

Mr Millan, who was opening the Conference of Hospital Pharmacists at Dunblane on Friday, said the report stated that the Pharmaceutical Service was a fragmented affair that was not using the available expertise nor providing a career structure.

The organisation had not kept up with the development of the Health Service. Inherent in the various recommendations was the multi-disciplinary approval of the need for the pharmacist to be involved in every level of the service.

The government would have to obtain the various reactions of those concerned with the development of the service, but it did seem that the changes in career structure, or something of that kind, would be accepted. The basic conclusions were not terribly different from those in the Grosset report which had "not been implemented with as much success as we had hoped."

The government were taking the report "very seriously indeed," and Mr Millan hoped that at the next conference "you will be discussing the steps that have been taken."

## Green Paper link

The problems were bound up with the Green Paper "although we think the Noel Hall report will stand." The Zuckerman report was another factor that would have to be taken into account.

Mr Millan ended with: "It can be said that so far as hospital pharmacy is concerned things are moving."

Earlier, he declared that the role of the pharmacist in the hospital service was one out of all proportion to their total number. There were about 200 pharmacists in Scottish hospitals. He was doubtful if any other group of that size played such an important part or whose accuracy in everyday work was so important to the patient.

The role became even more important with rapid advances in chemotherapy and the increased potency of available drugs.



Mr Bruce Millan

## Back from the brink—but only just

The Noel Hall report and the Whitley Council decision on salaries have brought the hospital service a pace back—but only a pace—from the brink of total collapse, said Mr W. M. Darling, vice-president of the Pharmaceutical Society when replying to the toast to the Society at the Hospital Pharmacists Conference at Dunblane.

He was convinced that had the Whitley Council failed to come to terms, hospital pharmacists in the Liverpool region would have resigned *en bloc* and that their colleagues in hospitals throughout Great Britain would have acted in their support. "This was the measure of the crisis we faced and I am sure that you share my relief that we have been able to avoid it."

The threatened resignations had the invaluable result of focusing Parliament's attention on the crisis within hospital pharmacy.

The Government were stirred into announcing with commendable haste the main recommendations of the Noel Hall Working Party. Mr

Darling also said that the name of Sir Noel Hall would for ever stand as the foundation stone in the rebuilding of hospital pharmacy.

Mr Darling congratulated the Guild of Public Pharmacists and especially their negotiators on the skill and patience they had demonstrated in securing the recent pay award.

The Whitley Council interim agreement gave a respite—no more—in which to consider Sir Noel's report, which perhaps with slight modification here and there, must be implemented without delay.

## Guild president's call to colleagues

Let us stop complaining about the miserable salaries of the hospital pharmacists, said Mr George Raine, president, Guild of Public Pharmacists at the Dunblane Conference.

He wanted members to look forward and keep before them a better image of the hospital service. "We have got to do our own 'public relations' to try and boost the image of hospital pharmacy. It is an attractive profession.

"Let us try and practise it in the way we want to do it. Fight for the necessary facilities."

The Noel Hall report, he said, aimed to produce not only a satisfactory salary structure; it also put proposals to organise the service so that pharmacists could do their job properly.

## Training for D-Day

A decimalisation training unit whose work is recognised for grant recovery purposes by training authorities and certain training boards has been set up by Guardian Business Services Ltd, 21 John Street, London WC1. Courses on the subject have been devised for those persons who will shortly be required to train their company's staff in handling or book-keeping in the new currency.

Courses vary from the one-day management appreciation seminar to the three-day instructors' course.

A training package (£12) suitable for up to 10 trainees is available. It contains instructor's notes, visual aids, a 45 rpm record, simulation games, exercises, workbooks and programmed booklets.

# Irish news

## Scope of drugs control to be increased

The Minister for Health is proposing to make the possession of certain drugs liable to abuse, that do not come within the scope of the Dangerous Drugs Act 1934, a punishable offence.

A letter from the Department read at the Pharmaceutical Society of Ireland's monthly Council meeting on March 10 referred to the fact that the Health Bill 1969 provided for the Minister to take such action and said he intended to give effect to the provisions as soon as possible after the Bill becomes law. That is likely to be in the near future.

Inviting the Council's observations, the letter said it was proposed to cover preparations coming within the scope of the Medical Preparations (Control of Amphetamines) Regulations 1969, LSD and other hallucinogens and barbiturates.

Regulations would be enforced by the Gardai.

## Sold poisons illegally

Fines, costs and expenses totalling £129 19s were imposed by District Justice Breathnach at Gorey, co Wexford, court on February 27 in cases involving the sale of poisons by three defendants contrary to the Poisons and Pharmacy Acts.

Cogan and Loftus Ltd, Tullow, were charged with selling scour tablets in a travelling shop at Ashford, co Wicklow on July 7, 1969, without employing a pharmacist; selling a poison in a box not labelled with the name and address of the seller to a person unknown; failing to keep a record of the sale and with selling a poison—paraquat—without being an authorised person.

Mr M. Kennedy, BLTO, for the defendants, pleading guilty, said that the offences were due to a genuine mistake which was much regretted by his clients.

The Minister for Industry and Commerce, Mr Colley, has re-appointed Mr B. R. Smith, secretary, Irish Drug Association, a member of the Prices' Advisory Panel set up under the Prices' Act, 1958, for a term of 12 months from February 12 last.

# Go places with Marzine Big bonus-by-the-dozen until April 25th

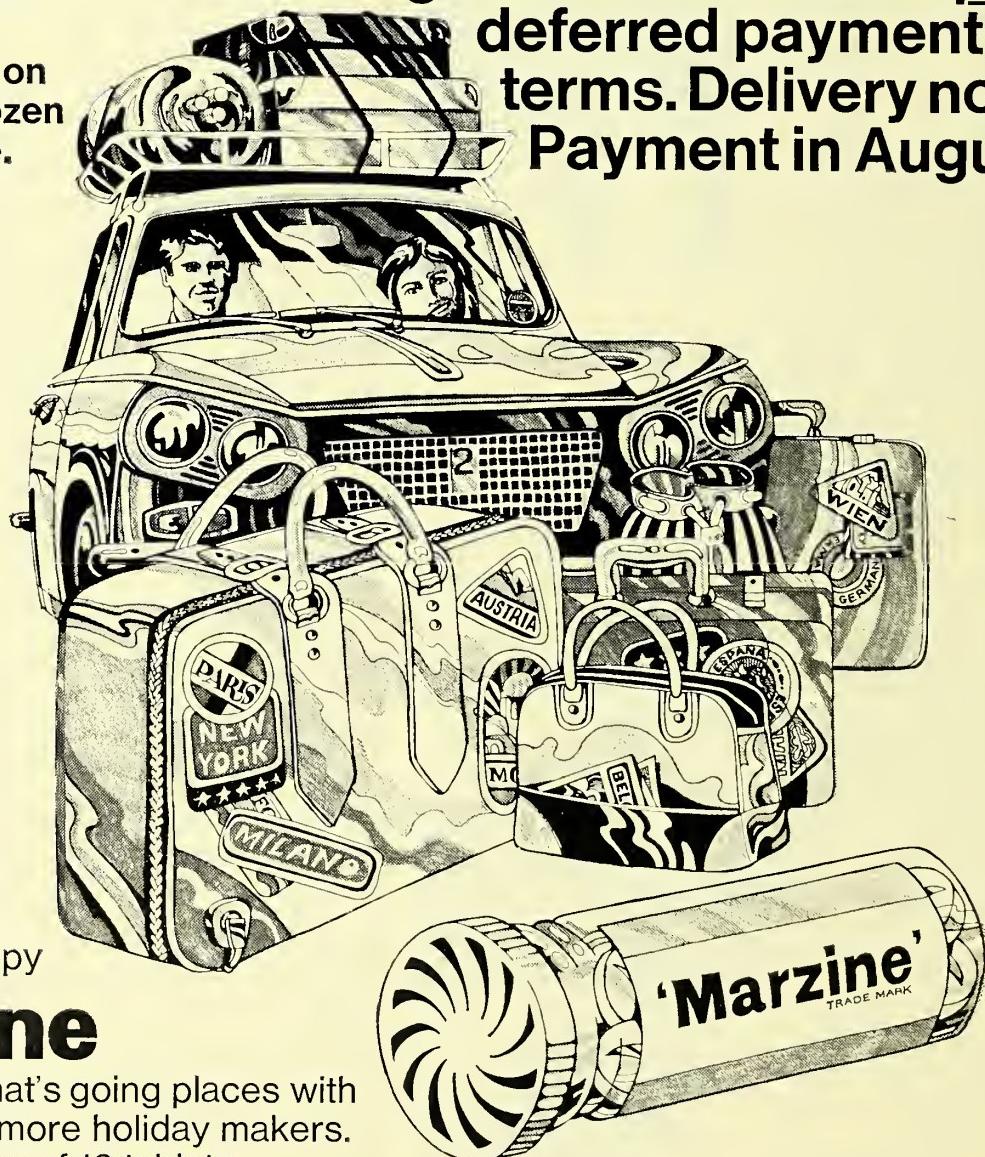
Order 3 dozen tubes - get 13 to the dozen!

\*Order 6 dozen tubes - get 14 to the dozen!

\*Order 1 gross or more - get 14 to the dozen plus

\*Carriage paid on  
orders of 5 dozen  
tubes or more.

deferred payment  
terms. Delivery now.  
Payment in August.



Travel happy

## Marzine

The one that's going places with  
more and more holiday makers.  
3/- per tube of 10 tablets.



Wellcome BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) DARTFORD, KENT.

## NEWS IN BRIEF

- Face cloths are subject to 13½ per cent purchase tax. The entry in the C&D Year Book p 254 should be amended.
- Tickets are still available for the symposium "Whither Pharmacy?" being organised by the Sherwood Region of the Pharmaceutical Society on April 5 (C&D last week, page 369).
- The secretary and committee of the Northumbria Branch of the Pharmaceutical Society have asked us to publish their apologies to members for the late cancellation of the meeting on March 19. It was due to the indisposition of the speaker, Mr S. Blum, member of Council.
- The Distributive Industry Training Board has agreed to pay full net training costs incurred by trade associations and group training schemes within its industry for the period August 1968 to July 1970.
- The Institution of Chemical Engineers has initiated a two-year project to prepare a supplement to "A bibliography of crushing and grinding," W. H. Bickle, HMSO London 1958. The work is to be carried out in cooperation with BCURA industrial laboratories and with the support of the Ministry of Technology. The Institution invites offers of information and reference lists which should be sent to: Miss B. M. Parish, BCURA Industrial Laboratories, Leatherhead, Surrey.
- Bradford School of Pharmacy emerged victors in the final of the UCAL Cup for football, one of a series of sporting events organised by the British Pharmaceutical Students' Association at Nottingham, on March 7. The Allenburys ladies' six-a-side hockey trophy also went to Bradford, while the Unichem seven-a-side rugby was won by Heriot-Watt. Trophies and medals were presented by Mr C. Maude of Unichem Ltd.
- Regulations are being prepared under Section 4 of the Dangerous Drugs Act 1967, to establish standards for the secure storage of controlled drugs in chemists shops and certain other premises, the Commons was told on March 18. The pharmaceutical profession, the police, and Government departments are being consulted.
- The annual report of the British Disinfectant Manufacturers' Association mentions that they submitted to the Poisons Board a case for the exemption of pine fluid disinfectants containing up to 2½ per cent phenols from the requirements of the Pharmacy and Poisons Act and Rules. The Board asked for more evidence and the report says that further data is to be collected.
- The weight of packets of soap and detergent powders used in the home may now be marked entirely in ounces instead of in pounds and ounces. The Board of Trade have made this new regulation to enable the Soap and Detergent Industry Association to implement part of a code agreed with the Consumer Council and the Consumers' Association.

## The Xrayser column

### Refusal to dispense

In an address at Birmingham, Mr J. P. Bannerman criticised the Council of the Pharmaceutical Society, of which he is a member, for not having issued guidance to pharmacists in the matter of the dispensing of certain prescriptions. The Council had advised pharmacists not to dispense amphetamine sulphate in powder form, but Mr Bannerman would go further (p 357).

He took as an example the pharmacist who was faced with prescriptions for 24 Drinamyl tablets for the same patient every three days. "Suppose he phones the doctor, and suppose he is told to mind his own business."

The speaker suggested that the only way to fulfil his professional responsibilities was for the pharmacist to endorse the front of the prescription form: "Refused to dispense," stamp it and sign it. The advice seems to me to call for a great deal of thought before it is embarked upon. It is perhaps irrelevant to say that I have never been told by a doctor to mind my own business, and I should have thought that with a tactful approach the matter could have been discussed reasonably.

That aside, there may be sound medical grounds for the prescribing of limited quantities of a drug at intervals of three days, necessitating the patient being under fairly constant surveillance by his doctor. There is nothing in the prescription itself to indicate that the dosage—large by ordinary standards—is not part of a carefully controlled reduction from some much larger quantity, and to deface the prescription, known to be genuine, in such a manner would, I suggest, be indiscreet in the extreme and impossible to justify.

In the example quoted, I consider such action would amount to unwarranted interference with the doctor's considered treatment. His is the decision and his the responsibility, and if an approach is made by the pharmacist and the prescription confirmed, that should be the end of the matter. The advice offered by Mr Bannerman is the more surprising in view of the fact that he is chairman of the Law Committee of the Society's Council.

#### Chelmsford

It was unfortunate that weather conditions at Chelmsford were such as to limit the attendance so drastically, but the platform was there, and Mr G. T. M. David, chairman, Central NHS (Chemist Contractors) Committee and Mr R. G. Worby, secretary, North-east London Pharmaceutical Committee, were able to put forward their different points of view.

I think there is a good deal to be said for taking a fresh look at the conditions under which the pharmaceutical service is provided, and particularly the emphatic statement of Mr David that the contract is for contractors only. It was inappropriate, he said, that there should be employee or hospital pharmacist representation on the Contractors Committee.

He was quick to tell the meeting that the NE London proposals lacked detail and that if he could be convinced that the scheme was viable it would be looked at seriously. Yet he did not, apparently, say what was inappropriate about a committee not exclusively composed of contractors.

The situation has undergone change since the days of NHI, but the composition of the committee remains unaltered, despite a large increase in the number of employee pharmacists. The pharmaceutical service revolves round the registered pharmacist and his qualification, and it seems time that that was recognised. And that means involvement of the Pharmaceutical Society.

#### Health centres

The pharmaceutical Press increasingly reports problems connected with the establishment of health centres. Regardless of established practice, it has to be faced that the pattern of medical practice is changing. Where pharmaceutical service is required, pharmacy must accept its duties and its responsibilities.

# COMPANY NEWS

## Sturge turnover rose 15 per cent in 1969

For the third successive year group trading of John & E. Sturge Ltd has been at a record level. Turnover in 1969 at £4.57m shows an increase of 15 per cent and profit before taxation £649,400 an increase of 23 per cent compared with the corresponding 1968 results. Part of the increase in profit is due to improved profitability of the French subsidiary company and to a maiden dividend received from the Italian associated company. Group profit, after tax, is £384,400 (against £300,045).

Dividend for the year is 15 per cent (1948: 14.23 per cent on capital before one for eight rights issue).

## Smith & Nephew's growth

Mr. S. N. Steen (chairman) in his annual report to shareholders of Smith & Nephew Associated Companies Ltd, points out that during the last five years profits (with the steep rise in 1968) have shown a growth from £3.3m to £6.3m before tax. A master plan has already been prepared for the next five years and he believes earnings per share will become substantially higher.

As reported last week (p 351), group profit, before tax, reached a record £6,303,000 in 1969 (against £5,594,000).

An analysis of sales of £50.1m and profits before tax includes medical products £12.8m and £1.08m (against £11.9m and £1.09m); personal hygiene and toiletries £12.3m and £1,793,000 (£11.68m and £1,625,000).

## Two businesses in liquidation

Liabilities amounting to £8,919, all due to trade and expense creditors, were shown in an approximate statement of affairs of I. J. Winston (Chemist) Ltd, 423 Alexandra Avenue, North Harrow, Middlesex, at a recent meeting of creditors. Book value assets of £11,332 were estimated to realise £6,662, less £415 due to preferential creditors, leaving net assets of £6,247, or a deficiency of £2,672. Creditors were told that the company had been run by Mr I. J. Winston, who died on December 5, 1969.

Accounts disclosed that for the period to March 31, 1968 on sales of £21,943 there was a net loss of £2,906, but in the following year on sales of £27,419 a net profit of £1,037. The six months to September 30, 1969 revealed sales of £13,904 on which there was a net loss of £1,214,

and it appeared that from that date to December 10 there had been a further net loss of £1,114 on sales of £4,326.

Mr R. P. Booth, of Booth, White & Co, 1 Wardrobe Place, Carter Lane, London EC 4 and Mr L. C. Curtis, of Leonard Curtis & Co, 13 Wimpole Street, London W 1, were appointed liquidators.

Mr Booth was also appointed liquidator in the case of L. Learner (Chemists) Ltd, formerly trading at 26 Paddington Street, London W 1, and 48 Dorset Street, London W 1.

Creditors were told at a meeting in London on March 13 that it would be for the liquidator to inquire into the disposal of money received from the sale of the company's businesses.

The businesses were sold in December 1969 for £9,682 including stock.

The official receiver said according to his information there was £2,154 due to relatives of a director, Mr Lionel Learner, and £16,690 due to other creditors.

## Laporte-Solvay link

Laporte Industries (Holdings) Ltd and Solvay & Cie, SA, Brussels, have agreed to work together to achieve industrial collaboration on a multi-national basis. They will combine their interests in hydrogen peroxide, other peroxygen compounds and all products based on active oxygen. The two companies are also studying the possibility of combining in the manufacture of titanium dioxide in a new plant within the European Economic Community.

Solvay will lend to Laporte £9m for a ten-year period at an interest rate of 6 per cent a year. The loan will be convertible in whole or in part by Solvay into Ordinary shares of Laporte at any time between July 1, 1971 and June 30, 1973, at a price of 45s per share.

## In brief

**Makro**, a wholesale supermarket (cash and carry) organisation, which plans to develop a series of wholesale stores in the UK has received planning permission for its first store to be located at Eccles near Manchester. Building is planned to start next month for opening in February 1971. The store will be the seventeenth in Europe opened by the Metro/Makro organisation—a German-Dutch group controlled by major industrial companies in Europe.

**Hanimex Corporation** are to make an offer worth a nominal £480,000 for Photopia International. Mr C. Strasser, chairman and managing director of Photopia, proposes to accept for his own shares.

**Cuxson, Gerrard & Co Ltd** are to give awards to the nurses who are selected as second and third in the current "Nurse of the Year" competition organised by the *Daily Express*. The nurse adjudged second will receive £105 and the third £52 10s.

**Carlton Laboratories (Southern) Ltd**, Lancashire, Sussex, have been taken over by a completely new company, Carlton Laboratories (UK) Ltd, 11 Shelley Road, Worthing, Sussex. Inquiries should now be made to the Worthing office.

**A. H. Clark Ltd**, 58 Tonbridge Road, Maidstone, Kent, are opening a branch

pharmacy in the Mid Kent Shopping Centre at Allington Park, Maidstone, early in June.

**Mr B. Ainley-Smith, MPS**, Felpham, Sussex, has acquired the Middleton Pharmacy, Middleton-on-Sea, Sussex, from Mr N. E. Rickus who can now be contacted at 2 Dodgson Road, Cowley, Oxfordshire.

**G. & M. Clifford & Co**, Mere, Wilts, has been formed to take over that part of the business of John Walton & Co, which includes the pharmacy.

## Appointments

**Syntex Pharmaceuticals Ltd** announce the following appointments within the company's marketing department: Ian Jowett (formerly market planning manager), has taken on the dual responsibilities of market planning manager and new products manager. Les Hains (advertising and promotion manager), has assumed complete management control of the UK sales promotion department; and Brian Anderson (export sales manager) will become Australian sales manager based in Melbourne.

New appointments within the company's ethical products division are: Barrie Haigh, MPS (field sales manager), has become UK sales manager. Les Fifield has been appointed southern regional sales manager; Ian Ross, northern regional sales manager; David Allpress, becomes area manager, southern home counties; Paul Chadwick, area manager, Midlands; and Martin Aylward, export sales manager.

**Cyclax Ltd**, have appointed Mr Robin MacKichan, managing director of the



Mr R. MacKichan

company in the United Kingdom and Mr Gerry Forsythe, director in charge of manufacturing and production. Both appointments become effective on April 1.

**Aleos Distributors Ltd** have appointed Mr Brian J. Pearson their representative covering London, Kent, Surrey, Sussex and Hampshire and Mr William Charles Knox their representative for Northern Ireland. Both will also represent the Albion Soap Co Ltd.



# The latest FP4

World famous FP4,  
the professional choice, is now in  
cartridge.

Your customers have the best of  
both worlds: a first class medium  
speed, fine grain film in an  
instant-load pack.

Versatile FP4 will get the best

out of all cartridge cameras.

Better results for your customers,  
better profits for you.

Get loaded with FP4 126  
cartridges. Available from April 1st.

 **ILFORD** FP4 instant cartridge

Ilford Limited, Photo Products Sales, Ilford, Essex. Telephone: 01-478 3000



## Hair-raising isn't it?

The hair-removing business that is. All those creams and things — an honest retailer doesn't know what to stock.

From now on all you need to stock is Spray-Away, by Ishbel Webster of Total Beauty — for 3 very good reasons —

\* Because Spray-Away is a major breakthrough — it's the *first aerosol hair-remover on the market*.

\* Because Spray-Away is about to be backed by a further, brilliant advertising campaign in the Sunday Times, Sunday Express, Vogue, Honey, Vanity Fair, She, Flair, Petticoat, Yorkshire Life Group, Nova, '19', Woman and Good Housekeeping, Beauty Book.

\* And because Spray-Away has already proved itself a runaway success all over the country.

Don't forget — Spray-Away is the first aerosol depilatory on the market. So clear your shelves of that hair-raising confusion and stock up with Spray-Away. And stand by for the rush!



# Spray-Away

by Ishbel Webster of Total Beauty Ltd.,  
89A High Road, London, N.22.

# LETTERS

## Poor investment

I wonder whether our negotiators are aware that it is now possible to invest money at a guaranteed 8 per cent tax free (this is equal to about 13·5 per cent)—one can do even better if prepared to accept a risk—without lifting a finger or without any of the expenses involved in taking goods into stock. This makes the present on-cost of about 10 per cent look rather sick, especially as, if one manages to make a profit, half of it will go in tax.

Has anyone worked out the "profit" on a script of 8 x 1lb white lint at 10 per cent and a sixpenny fee? (We never see the old scripts for a few 1in bandages.) I consider that the on-cost should be at least 20 per cent and lint and cotton wool should carry a fee for each 1lb ordered.

R. Craven

Clay Cross, Chesterfield

## Edinburgh pharmacy

I found the article on "How Hospital Pharmacy came to Edinburgh" by John A. Myers (March 7) most interesting as I have in my possession a copy of the fourth edition of the Pharmacopoeia Edinburgensis, or the Dispensatory of the Royal College of Physicians in Edinburgh, probably the first English edition, printed in 1740.

The preface to this volume was written in 1721, and refers to an earlier edition. This particular edition is a translation from the Latin of the earlier edition and is illustrated by Peter Shaw MD. It contains a list of 30 Fellows, 5 Honorary-fellows and 5 Licentiates of the Royal College of Physicians Edinburgh in 1735. Among the Fellows are John Rutherford (Prof Med in Acad Edin), Andrew St Clair (Med Reg Prof Med in Acad Edin Elect & Censor.) and Andrew Plummer (Prof Med & Chem in Acad Edin Collegio ab Arario.). The name of John Innes is not mentioned.

Many references are made throughout to Dr. Quincey's Compleat Dispensatory, Dr Quincey's English Dispensatory and Boerhaave's New Method of Chemistry.

I entered pharmacy in the 1930's and many of the medicaments mentioned in this Pharmacopoeia were still in popular use, and indeed, some are still used today. These include rhubarb, gentian, liquorice, digitalis, ipecacuanha, squills, calamine and many others.

Some of the preparations included are reminiscent of the witch's cauldron.

*Bufo Preparatus* (prepared toad). Put live toads in an earthen pot and dry them in an oven moderately heated to such a degree as that they may be pulverised.

*Sanguis Hirci Preparatus* (prepared goats blood). About the beginning of summer open some proper artery of a middle-aged goat and draw out a quantity of blood, which being received in a clean vessel (this 100 years before Lister) is to be fried either by the heat of the sun or a slack oven.

*Chelae Cancrorum Praeparatae* (Crabs Claws prepared). Grind the black tips of Crabs Claws upon a porphyre, with Baulm-water, and make them into Troches.

*Oculi Cancrorum praeparati* (prepared Crabs Eyes). Crabs Eyes are prepared as crabs claws.

*Millepedes praeparati* (prepared Wood-lice). Put Wood-lice into a proper vessel and dry them with a very slow heat.

Many of the sections could be from any modern Pharmacopoeia—syrups, tinctures, infusions, ointments, elixirs, etc—but one thing is certain, the 18th century apothecary had a wide knowledge of botany. Medicine was more of an art than a science, but was not a haphazard affair, to quote from the preface again.

"Good Medicines properly administered give assurance of Health, whilst bad ones, or such as are ill compounded, prove either pregnant in mischief or unserviceable to the patient." How true.

J. Baron  
Lytham St. Annes

## Students' congress

The Sixteenth International Pharmaceutical Students' Federation Congress is being held in West Berlin from July 17-27. The programme includes business meetings, sightseeing—including a visit to East Berlin, visits to pharmaceutical industry, a Riverboat shuffle and the Farewell Ball to be held at the Hilton hotel.

The cost for the ten days is DM 230. Further details can be obtained from me. We welcome all students and young graduates and hope to meet them in Berlin.

Helen Oakley,  
5, Park Crescent, Richmond Road,  
Worthing, Sussex.

## Broken faith

I have dealt with Innoxa Ltd for the past 16 years—fulfilling all their requirements—such as continual display both in the window and the shop, ever increasing turnover—in fact on their own admission it is a very good account.

They have now informed me that the co-operative store five doors away from me, have also been given an Innoxa agency. Although I would have objected to further representations in the immediate district, surely they could have found further outlets, but *not on my doorstep*?

I should very much like reader's comments.

M. Kane  
Edgware

## Patient's opinion

How's this for a patient's opinion of her doctor's handwriting? As a matter of fact, the script was quite legible.

S. S. Jacobs  
St. Leonards-on-Sea.

[The note to Mr Jacobs is as follows: This prescription is so badly written down by the doctor, that I am constrained to put it down here clearly!]

"EMULSION OF LIQUID PARAFFIN,  
and MAGNESIUM HYDROXIDE 2  
litres.

Please dispense the enclosed prescription, and send it, any day. 1 empty bottle to be collected.]

# PEOPLE

Mr R. Brown of Izal Ltd has been elected chairman of the British Disinfectant Manufacturers' Association.

Col A. R. T. Lundie OBE, MC, MD, FRC Path, has been appointed head of the immunology division at Evans Medical Ltd, Speke, Liverpool. He will be responsible for all Glaxo Group vaccine production centred at Liverpool and for the vaccine research group.

Mr George Coates (director responsible for the overseas sales of Coates & Cooper Ltd) is shortly to leave on an extended business trip to the Far East and Australia. The purpose is to establish contact with existing agencies and investigate the possibility of new markets for the company's products.

Mr Robert Muriel (general sales manager (export) of Roussel Laboratories Ltd) has just returned to Britain after a four-week tour of overseas markets.

His itinerary included visits to Austria, Lebanon, Pakistan, Burma, Thailand, Hong Kong, the Philippines, Malaysia, Singapore, Indonesia and Ceylon. In a concentrated tour, his longest stay was in the Philippines.

Roussel Laboratories export just over 50 per cent of their production to the total of 85 overseas markets.

## Deaths

**Bowskill:** Recently, Mr Leonard Ralph Bowskill, MPS, Hulverbush, North Runceton, near Kings Lynn, Norfolk, aged 68. Mr Bowskill was founder and governing director of Bowskill's (Chemists) Ltd, London Road, Kings Lynn. A Shropshire man, he qualified from Liverpool in 1923 and later worked in Doncaster before moving to Kings Lynn in 1935.

**Clarkson:** On March 14, Mr Raper Newton Clarkson, MPS, Market Place, Richmond, Yorks, aged 70 years. Mr Clarkson qualified in 1922.

**Cowie:** On March 3, Mr Walter John Cowie, MPS, 123 Mount Road, Birkenhead, Cheshire, aged 68. Mr. Cowie was proprietor of a pharmacy in Mount Road, Birkenhead. He was educated in Birkenhead and qualified from the Liverpool School of Pharmacy in 1923. He opened his own pharmacy in 1929.

**Dean:** On March 15, Mr George Hammond Dean, MPS, JP, Hildyard Row, Catterick Camp, Yorks. Mr Dean qualified in 1933.

**Robins:** On March 8, Mr Cecil Henry Robins, MPS, Sidmouth, Devon. Mr Robins qualified in 1927 and had been in business in Church Street, Launceston, Cornwall. Keenly interested in public affairs, he was mayor of Launceston in 1955-56.

**Wachsmann:** On March 5, Mr Herbert Samuel Wachsmann, MPS, 114 The Vale, London NW 11. Mr Wachsmann qualified in 1945. He managed the International Pharmacy, Fairfax Road, and later bought Hemmingway Pharmacy at Swiss Cottage.

# PROFESSIONAL NEWS

## Home Secretary seeks more powers to curb drug abuse

The Misuse of Drugs Bill, introduced into the Commons on March 11, and outlined in the C&D last week, would give the Home Secretary power to bring more drugs under the kind of strict controls previously reserved for those covered by the Dangerous Drugs Act.

A schedule to the Bill includes not only drugs listed under the Dangerous Drugs Act 1965 together with LSD and cannabis but also a number of drugs of the amphetamine type which are classified as Schedule IV poisons. NN-diethyltryptamine (DET), NN-dimethyltryptamine (DMT) and 2,5-dimethoxy 4 $\alpha$ -dimethylphenethylamine which have not previously been controlled are also included.

The Home Secretary would have power to add to, diminish or amend the Schedule by an Order in Council after approval of a draft Order by Parliament. New substances could then be brought under control without the need for lengthy international consultations. A draft Order would be made on the recommendation of an Advisory Council.

The Council, to be known as the Advisory Council on the Misuse of Drugs, and modelled on the Medicines Commission, would comprise not less than 20 members. Among them would be persons with experience of the practice of pharmacy and the pharmaceutical industry.

Its function would be to keep the drug misuse "scene" under constant review and it would be able to refer questions on drug dependence or misuse to an expert committee of not less than eight, which would advise on the details of control to be applied in particular cases. The Advisory Council would replace the Advisory Committee on Drug Dependence while the expert committee would take over Poisons Board functions under the Drugs (Prevention of Misuse) Act.

The Bill, which replaces the Dangerous Drugs Acts 1965 and 1967 and the Drugs (Prevention of Misuse Act) 1964 controls import, export, production, supply and possession of controlled drugs.

Penalties for offences against the Act would vary according to the type of drug involved and would be much heavier for trafficking and smuggling.

Drugs have been divided into three classes—A, B or C—according to their relative harmfulness. They are listed in parts I, II and III respectively of Schedule 2 to the Bill.

Injectable preparations of controlled drugs are included in Class A, which carries the heaviest penalties.

The Home Secretary would be empowered to make regulations on, in particular, the precautions to be taken for the safe custody of any controlled drug, for the keeping of records and inspection of precautions and records. Packaging, labelling and transport are also mentioned,

as are the form of prescriptions and the supply of drugs on prescription. Doctors could be required to furnish particulars of supplies to addicts and could be prohibited from supply or prescribing drugs to addicts except under licence.

The Bill gives the Minister power, if it seems to him that extensive misuse of controlled drugs is causing a social problem in any area, to require any doctor

or pharmacist practising in or near that area to furnish particulars of those drugs prescribed or supplied.

Pharmacists may also be required to furnish names and addresses of doctors who have prescribed the drug in question.

The Home Secretary would have power as under the 1967 Act to prohibit a doctor who committed an offence against regulations concerning supply to addicts from prescribing or supplying controlled drugs. A similar ban could be made if he considered a doctor or other practitioner to have been prescribing or supplying such drugs irresponsibly.

The Act also applies to Northern Ireland and would there be administered by the Ministry of Home Affairs.

(Misuse of Drugs Bill, HM Stationery Office, 5s.)

## The drugs to be controlled

### SCHEDULE 2 CONTROLLED DRUGS

#### PART I

##### CLASS A DRUGS

1. The following substances and products, namely:	
Acetorphine	Levorphanol
Allylprodine	Lysergamide
Alphacetylmethadol	Lysergide and other N-alkyl derivatives of lysergamide
Alphameprodine	Mescalin
Alphamethadol	Metazocine
Alphaprodine	Methadone
Anileridine	Methadyl acetate
Benzethidine	Methyldesorphine
Benzylmorphine (3-benzyloxyphene)	Methylidihyromorphone (6-methyldihydromorphone)
Betacylmetadol	Metopon
Betameprodine	Morpheridine
Betamethadol	Morphine
Betaprodine	Morphine methobromide, morphine N-oxide and other pentavalent nitrogen morphine derivatives
Bezitramide	Myrophine
Bufotenine	Nicocodine
Cannabinol, except where contained in cannabis or cannabis resin	Nicomorphine (3,6-dinitrocinoyl morphine)
Cannabinol derivatives	Noracymethadol
Clonitazene	Norlevorphanol
Coca leaf	Normethadone
Cocaine	Normorphine
Desomorphine	Norpipanone
Dextromoramide	Opium, whether raw, prepared or medicinal
Diamorphine	Oxycodone
Diamorphide	Oxymorphone
Diethylthiambutene	Pethidine
Dihydrocodeinone O-carboxymethylloxime	Phenadoxone
Dihydromorphone	Phenampronide
Dimenoxadole	Phenazocine
Dimepheptanol	Phenomorphan
Dimethylthiambutene	Phenoperidine
Dioxaphophenylbutrate	Piminodine
Diphenoxylate	Piritramide
Dipipanone	Poppy-straw and concentrate of poppy-straw
Ergonine, and any derivative of ergonine which is convertible to ergonine or to cocaine	Proheptazine
Ethylmethylthiambutene	Properidine (1-methyl-4-phenyl-piperidine-4-4-carboxylic acid isopropyl ester)
Etonitazene	Psilocin
Etorphine	Racemethorphan
Etoxocridine	Racemoramide
Fentanyl	Racemorphan
Furethidine	Thebacon
Hydrocodone (dihydrocodeinone)	Thebaine
Hydromorphanol	Trimeperidine
Hydromorphone	
Hydroxyethylmorphine	
Isomethadone	
Ketobemidone	
Levomethorphan	
Levomoramide	
Levophenacylmorphan	

4-Cyano-2-dimethylamino-4, 4-diphenylbutane	1-Methyl-4-phenylpiperidine-4-carboxylic acid
4-Cyano-1-methyl-4-phenylpiperidine	2-Methyl-3-morpholino-1-diphenylpropane-carboxylic acid
N,N-Diethyltryptamine	4-Phenylpiperidine-4-carboxylic acid ethyl ester
N,N-Dimethyltryptamine	
2,5-Dimethoxy-4a-dimethylphenethylamine	

2. Any stereoisomeric form of a substance for the time being specified in paragraph 1 above not being dextromethorphan or dextrorphan.
3. Any ester or ether of a substance for the time being specified in paragraph 1 or 2 above.
4. Any salt of a substance for the time being specified in any of paragraphs 1 to 3 above.
5. Any preparation or other product containing a substance or product for the time being specified in any of paragraphs 1 to 4 above.
6. Any preparation designed for administration by injection which includes a substance or product for the time being specified in any of paragraphs 1 to 3 of Part II of this Schedule.

#### PART II

##### CLASS B DRUGS

1. The following substances and products, namely:

Acetylalihydrocodeine	Ethylmorphine (3-ethylmorphine)
Cannabis and cannabis resin	Methamphetamine
Codeine	Methylphenidate
Dexamphetamine	Norcodeine
Dihydrocodeine	Phenmetrazine
	Pholcodine

2. Any stereoisometric form of a substance for the time being specified in paragraph 1 of this Part.
3. Any salt of a substance for the time being specified in paragraph 1 or 2 of this Part of this Schedule.
4. Any preparation or other product containing a substance or product for the time being specified in any of paragraphs 1 to 3 of this Part of this Schedule, not being a preparation falling within paragraph 6 of Part 1 of this Schedule.

#### PART III

##### CLASS C DRUGS

1. The following substances, namely:

Benzphetamine	Phendimetrazine
Chlorphentermine	Phentermine
Fencamfamin	Pipradrol
Mephentermine	Prolintane
Pemoline	

2. Any stereoisomeric form of a substance for the time being specified in paragraph 1 of this Part of this Schedule.
3. Any salt of a substance for the time being specified in paragraph 1 or 2 of this Part of this Schedule.

4. Any preparation or other product containing a substance for the time being specified in any of paragraphs 1 to 3 of this Part of this Schedule.

# Sir Noel Hall explains his hospital pharmacy report

It was a job that patently needed doing, said Sir Noel Hall when addressing the Conference of Scottish Hospital Pharmacists in Dunblane on the Working Party report on the hospital pharmaceutical service. He referred to the Committee's terms of reference and said the committee were aware that they were advising on the organisation and development of the service during the next ten years. It was impossible to implement all the recommendations forthwith—it would be a gradual process over a substantial number of years.

Sir Noel dealt with the individual recommendations, the first of which referred to the necessity to ensure pharmacists were fully occupied on duties requiring their professional and managerial skill. It was a curious paradox that as professional skills increased, those with the higher skills had to give up part of their time to managerial functions.

Although the committee considered that the unit of organisation for pharmaceutical services should be an area service which would almost always be larger than that of a single Hospital Management committee, Board of Management or Board of Governors — should normally include some 4,000-6,000 beds of all types, Sir Noel gave a reminder that the hospital bed ratio should not be slavishly adhered to. It was a rough guide. What was needed was a unit large enough to enable a group of pharmacists to exercise their professional function.

The committee had suggested that "Pharmaceutical Areas" should be capable of providing work for at least eight pharmacists. He thought that eight was a minimum number to ensure the necessary division of responsibilities through a range so that there were opportunities for each to develop their skills and have the opportunity to "keep up to date."

## Area reorganisation

The Regional Hospital Boards should draw up plans for the reorganisation of the service on an area basis. It was impossible to lay down a "blue print for the whole." It was necessary to ascertain what the appropriate areas were and try to get the pharmacists concerned working together to achieve a "balance of work."

The early appointment of a regional pharmacist was highly desirable to assist the Regional Hospital Boards to undertake the responsibilities envisaged. It was, Sir Noel said, essential to ensure the responsibility was placed on one man at an early stage. He might do the initial planning work whilst he was himself currently engaged in hospital pharmaceutical duties.

The sixth recommendation by the committee, that the executive structure for the area Pharmaceutical service should be determined by the Regional Hospital Board, but should be such that the area pharmacist was in a position to run all the pharmaceutical services in the area.

The pharmacist must be fully employed on duties appropriate to his professional training. He would not necessarily be doing all the detailed supervision. He would be aware of what was "going on" being

## '... it was a job that patently needed doing'

responsible "for the safety of the system."

The committee's definitions provided a guide. If the structure and systems were properly drawn up there should be an economical use of highly skilled staff. There would also be responsible work for the supporting staff to do leaving highly important duties for the seniors.

It was crucial to get the pharmacists and their supporting staff into sound groupings with new tiers of responsibility. That would lead to an improved grading structure for pharmacists and technicians.

When the committee had used the term "constructive movement of staff" they were thinking in terms of moving from areas of responsibility on a planned basis enabling individuals to achieve a diversity of experience — not necessarily movements "from one side of the county to the other."

It was vital that the Health Departments should keep the hospital pharmacist service under review in collaboration as necessary with the professional and other bodies.

Here again the committee was stressing they were considering a "developing service" with the need for full opportunities for those in it to keep abreast with new developments.

There was so much training to be done — at all levels — that there must be an economical use of all the teaching services.

It was, however, dangerous to encourage the impression that higher qualifications automatically resulted in promotion.

In appropriate circumstances pharmacists should be encouraged and assisted to undertake higher degree courses, but only when a case could be made out that both the service and the pharmacist should benefit from such courses.

## A need to plan the first ten years hospital experience

During discussion following Sir Noel's address, Mr George Raine pointed out that the planning of the first 10 years of a pharmacist's experience was essential. "We have tended to promote people because of the inadequate supply." It was necessary to ensure there was involvement in ward activities.

Sir Noel agreed. Mr Raine also emphasised that trained technicians must be given interesting work to do. He did not want two or three part-time pharmacists filling in for one full-time pharmacist.

After hearing reports on the group discussions, Sir Noel said he was encouraged by all that he had heard. He stressed that unless there was a minimum of eight pharmacists in an area grouping all the things hoped and aimed for in the report were unlikely to get off the ground. The report placed great emphasis on the place of the pharmacist as a member of the clinical team. He attached great importance to the ability of the pharmacist to get the best out of people rather than "mere qualifications from management courses." Of management, he also said "The art of sticking your finger into other people's business can be acquired painfully or unpainfully."

## Study local situation

The required career structure could be worked out in about 18 months but it should be worthwhile to get a person in each area to study the local situation and begin to ascertain what type of deployment might take place.

Mr G. Calder suggested there was an element of apprehension that some "academics might be taken into the hospital service." Sir Noel Hall thought that those in the service would resist that. There was a need for mutual confidence.

In his final remarks, Sir Noel said that as a race we were perfectionists and tended to underestimate our achievements. By comparison with other countries the National Health Service was supremely good. Hospital pharmacists had been tackling their problems without cash support. "The hour has struck, I am proud to have been associated in this. You must now go forward."

## Scientific papers and discussions

The remainder of the conference was devoted to papers concerned more with the scientific aspects of hospital pharmacy. Each session was led by expert speakers, who were followed by a general discussion.

On Saturday afternoon Professor W. C. Bowman, Professor of pharmacology, University of Strathclyde, gave an introductory talk on adrenergic mechanisms.

Dr J. R. Parratt, senior lecturer in

pharmacology, University of Strathclyde, followed with a paper on experimental pharmacological methods for studying drugs affecting adrenergic mechanisms, and Dr T. I. McBride, Department of Medicine, Victoria Infirmary, Glasgow, reported on clinical pharmacological studies on drugs affecting adrenergic mechanisms.

On Sunday morning Mr K. A. Lees, FPS, Glaxo Laboratories, discussed pharmaceutical formulation.

## Hospital Pharmacy Forum

# THE IMPACT OF NOEL HALL

by a hospital pharmacist

The main recommendations of the Noel Hall Committee have been dealt with in a previous issue (*C&D*, March 7, page 312). Now that there has been sufficient time to study the report, a number of problems emerge.

The report had been sent to the Secretaries of State before the Green Paper on "The Future Structure of the National Health Service" was published. The Working Party had anticipated the possibility of a new administrative structure, but its recommendations were made to fit round the existing Regional Hospital Board organisation.

Just how much of the Green Paper will become White and eventually arrive on the statute book can only be guessed at, but it is clear that the new area health authorities will serve the unitary area and the metropolitan districts outside London, while Greater London will have similar provisions made.

The Area Health Authorities will replace Regional Hospital Boards and Boards of Governors. It follows then, that the recommendations of the Noel Hall report which affect Regional Hospital Boards will need to be revised. Their most important duties were firstly to survey the pharmaceutical needs of the hospitals in their regions and plan a reorganisation on an area basis. Secondly, to appoint a regional pharmacist. One of the recommendations of the Green Paper is that Regional Hospital Boards as such will cease to exist.

It follows that neither of these Working Party recommendations could be carried out.

Nevertheless, both the Green Paper and the Noel Hall report see the need for a pharmacist at an administrative level above the hospitals. Within limits the proposed regional pharmacist could become an Area Health Authority pharmacist. This latter post will not be restricted to hospital pharmacists because the range of responsibility will cover the pharmaceutical services which are at present governed by the Executive Councils and the local authorities.

### Large-scale manufacturing

A case could be made out for a pharmacist above this level, perhaps five or six posts for the United Kingdom, to organise large scale manufacturing to cover 15-20 Area Health Authorities. These would probably be civil service pharmacists and as such would be responsible to the Department of Health and Social Security.

This part of the Noel Hall report must wait at least until the White Paper is published and probably until the Maud-Radcliffe report is made law. At which time the Working Party's recommendation should be revised. The main part of the reorganisation recommendations will not need to be revised.

In fact, some of the envisaged difficulties will vanish, particularly those services where two or three Hospital Management Committees are involved. The details will have to wait until we are sure of the boundaries of the new Area Health Authorities, but the principle of an Area Pharmaceutical Service as an operational unit needs no alteration.

Since the pharmacist at the Area Health Authority will be responsible for a wider service, there is an obvious place for the area pharmacist proposed by Noel Hall.

Apart from the delays envisaged above, there is no reason at all why the recommendations of the report should not be adopted. An area pharmacist with his team of upwards of eight pharmacists and fifteen other grades could rationalise and run the hospital pharmaceutical service for an Area Health Authority.

The problems in this part of the report arise from its implementation. In the rationalisation and reorganisation proposed, the losers will be the smaller hospital's staff and patients. A figure of 200 beds with a small out-patient load has been mentioned. Many of these hospitals run a pharmaceutical department with a chief pharmacist, senior pharmacists and technicians, having a variable measure of independence but considerable status in their own hospital.

### Problems of redundancy

These staffs will be absorbed into the Area organisation and the departments either closed or put on to a part-time basis. The problems of redundancy and loss of salary will be looked after by the Guild and the trade unions, but loss of status and independence will be a bitter pill to swallow, especially for those pharmacists who are near retiring. It is to be hoped that wherever possible, the closure of these departments will be left until there are staff changes or retirements.

There is a risk that the patient may suffer from the reorganisation. The source of his medication will be further away and in the name of efficiency will become more and more standardised. Medical and nursing staff may feel that they are neglected. Pharmaceutical service and advice must not only be available, but must be seen to be available. Economic consideration will have to take second place.

One of the biggest headaches that will come with the development of area pharmaceutical services will be the geographical size and location of the pharmaceutical department. How many of the present departments are even vaguely adequate for present day requirements? A great many of them are subterranean grottos with their storage in some other dusty or damp cellar up or down stairs a quarter of a mile away.

The report suggests the possibility of development of manufacturing areas away

from the main hospital department. This in most cases, in spite of the problems, will be an absolute "must." Road access is essential not only for the tons of glass and water that will be moved in and out of the area pharmacy, but for the peripatetic pharmacist and his car.

Otherwise many valuable hours will be wasted finding parking space and walking backwards and forwards.

The pharmacist and technician forces required by the report are not available at the moment either in number or quality of experience. The recent pay award to hospital pharmacists may help, but the gaps in certain age groups are so great that it will take a least two decades before the losses are made good.

Sadly, the position of technicians is even more desperate. Recent efforts on the part of the Guild of Public Pharmacists, the Pharmaceutical Society and other interested bodies has brought entry qualification for technicians more nearly into line with medical laboratory technicians, but this will tend to gravitate against recruitment because the starting salaries and the career structure is so much poorer than the other technicians.

The training recommendations of the report formalise the pattern of education for pharmacist and technicians which has been progressing with ever-increasing momentum over the past five to ten years. The progress has come from the colleges and universities, the Guild, the Society, the Regional Hospital Boards and other interested authorities. Now it has been recommended that the Health Departments shall keep training needs under review. Let us hope that the Secretaries of State will lose no time in implementing this part of the Report.

So much for some of the problems, what about the solutions? The report is to be commented on by interested parties by May 31, 1970. Unfortunately, the Green Paper is open for comment until the same day. Many of the problems which exist in relation to the latter will remain imponderable until it is too late for comment.

### What action now?

Nevertheless, a great deal can be done. The broad reorganisation of the service can be studied and a salary scale can be agreed for the Noel Hall gradings. The negotiators must make the Area Pharmacist their chief consideration and leave any more senior posts until the time that the Area Health Authorities are being set up.

A new and very radically increased salary scale must be negotiated for the pharmacy technicians. Salaries rising to £1,600 per annum will be needed if we are to recruit and hold the right calibre of pharmacy technicians.

A lot of thinking will need to be done on the planning and siting of pharmacy departments. The Guild's planning booklet is now out of date and must be reprinted in the light of the report.

All of this can, and should be done in the time before the full implementation of the report of the Working Party on the Hospital Service.

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Corrections and additions to  
March Quarterly Price List**WEEKLY PRICE CHANGES AND NEW PRODUCT ADDITIONS**

Prices and Purchase Tax are given per dozen. Bold upright figures (2 9) in the retail column indicate the price is subject to retail price maintenance. Italic figures (2 9) is manufacturers price. Light upright figures (2 9) is a suggested guide.

Price Advanced. R=Price Reduced. ●=New entry. D=Delete. C=Correction. I=Insert.

	Trade	Tax	Retail		Trade	Tax	Retail	D/I	Trade	Tax	Retail
lunds (1227 THP)				Babycleen (47 Anestan)							
infantant medium	16 11	—	1 10	Babycleen (325 C-A)							
giant economy	23 2	—	2 7	Bain Nouveau (624 Houbigant)							
(682 KCL)	34 8	—	3 10	body powder mist	3733	—	20 0				
er shave	36 0	19 10	6 3	Cologne friction	3729	—	25 0				
sporin (208 BW) TS					3727	—	45 0				
10.5mu,					3728	—	76 0				
n (1545 Vestric)				Bansor (1232 T & R)							
n (1545 NNP)				mouth and throat							
isbury's (34 A & H)				antiseptic	12 9	4 8	2 3				
perfatted soap				Beecham's (104 BP)							
(301 Coty)				powders + hot lemon	6	24 4	8 11	3 11			
omi (105 BTD)				tablets small	20 6	7 7	2 10				
ling lotion 80cc	21 5	11 10	3 4	Bellobarb (17 Aggrolin) fsls4A	100	5 0ea	—	—			
assassador (1375 ATPL)				tablets 500	20 0ea	—	—				
shave lotion				Benzodent (300 Cottrell) †							
65ml	10 3ea	5 8ea	24 0	denture ointment	4 6ea	—	6 9				
113ml	15 0ea	8 3ea	35 0	Betadine (878 Napp)	240ml	15 0ea	—	20 0			
lastic pack 80g	8 2ea	4 6ea	19 0	vaginal douche	90g	17 6ea	—	23 4			
ologne for men 65ml	12 1ea	7 1ea	30 0	vaginal gel							
lastic pack 113ml	19 9ea	10 10ea	46 0	Bilostat (1314 Weddel)							
odorant aerosol 85g	9 9ea	5 4ea	23 0	Binki (419 Elsinor) existing entry							
spray 70g	8 9ea	4 10ea	21 0	Binki (419 Elsinor)	baby pants	12 0	—	1 6			
r oil for men 65ml	5 4ea	2 11ea	12 0	elastic leg	12 0	—	1 6				
e-shave lotion 65ml	10 3ea	5 8ea	24 0	bound leg	22 0	—	2 9				
113ml	15 0ea	8 3ea	35 0	luxury	34 0	—	4 3				
lastic pack 80g	8 2ea	4 6ea	19 0	Princess	27 0	—	3 3				
ive bowl 5½oz	11 6ea	4 3ea	24 0	party pants 3 row	42 9	—	5 3				
fill 5½oz	4 10ea	1 9ea	10 0	6 row	50 6	—	6 3				
ip tablet 6½oz	5 10ea	2 2ea	12 0	Rosebud	18 0	—	2 for 4 6				
c for men 65g	7 7ea	4 2ea	18 0	under nappies large	22 0	—	2 for 5 6				
amise hair tonic				ex. large							
113ml	11 6ea	6 4ea	27 0	Bisks (1530 Fisons)	water biscuits	77 9	—	8 0			
ty-four range				15oz	—	—	—	D			
ter shave lotion				12oz	—	—	—				
100cc	8 11ea	4 11ea	21 0	Bourjois (150 Bourjois)	bath cubes Freesia	9337	11 2	6 1	2 0		
ologne 100cc	10 6ea	5 9ea	25 0	rouge rosette brun	117	15 4	8 5	2 9			
odorant Cologne				soap polythene bag	9379	19 6	8 2	2 8			
100cc	8 11ea	4 11ea	21 0	pack (4)							
re-shave lotion				talcum Mountain							
100cc	8 11ea	4 11ea	21 0	Heather	9349	21 3	11 8	3 6			
spasmine (1490 IAP5)				Bourn-Vita (216 Cadbury)							
125ml	52 0	19 1	7 4	tablets	100	20 0	—	2 0			
500ml	15 0ea	5 6ea	25 6	½lb	35 8	—	3 7				
re Philippe (48 AP)				½lb	62 1	—	6 3				
th salt decanter 29	75 0	41 3	12 11	Bravit (489 Galen)	tablets	100	21 8ea	—	32 6		
bble bath				500	100 0ea	—	150 0				
bble bottle 25	32 0	11 9	4 11	Bristow's (105 BTD)	shampoo's	—					
uet set 31	63 0	23 1	9 11	cream, liquid	standard	16 1	5 11	2 3			
wan dimple 3	32 0	11 9	4 11	economy	25 0	9 2	3 6				
iggy bank 21	35 0	12 10	5 6	Brufen (147 Boots)	tablets	100	50 0ea	—	75 0		
ogogne swan dimple				500	240 0ea	—	360 0				
23	29 0	16 0	4 11	Brylcreem (105 BTD)	dispenser	large					
ilet water decanter				Cadbury (216 Cadbury)	diabetic chocolate						
26	75 0	41 3	12 11	plain	½lb	—	2 7				
arts and flowers 33	—	—	—	Caffexen (211 Butler)	100ml	33 0	12 1	5 3			
ogogne/lavender 24	—	—	—	3oz	—	—	—	D			
ree for beauty 18	—	—	—	Calcium-Sandoz (1098 Sandoz)	syrup	250ml	—	—			
stan (47 Anestan)				450ml	—	—	—				
stan (325 C-A)				Camdogon (221 Camden)	horse ringworm treatment						
tier (172 BMCL)				Canoe (350 Dana)	deodorant spray talc						
minor aspirin 50	16 7	6 1	2 6	Cologne sprayette							
malintex (1073 Robinson)											
publice dressing (vet.)	10	47 1	17 3								
ora (47 Anestan)											
ora (325 C-A)											
es Soleil (525 Golden)	70 8	38 10	12 2								
old's (1415 Arnold)	120cc	—	—								
ried brewer's yeast											
L-Ling (Melina (1406 5GBP))	1lb	52 0	—								
odorant											
eamy skin perfume											
omycin (340 C of GB) TSVPO											
owder 2% 6x15g	35 0ea	—	52 6								

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	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail	
<b>Chemico (302 Chemico)</b>					animal wool	9 0	—		Famel (690 Keldon)			
household cleanser					1 oz	16 0	—		pastilles	23 1	8 3	
medium	53 2	—	2 11		2 oz	26 8	—		children's	21 3	7 7	
	(2 doz)				8 oz	87 0	—		syrup †DDI	28 5	10 2	
large	43 10	—	4 10	D	bandage fasteners (6)	10 6	—		small	44 4	15 10	
No.6	34 8	—	11 7		breast reliever	64 0	—		large	76 10	27 6	
	(½ doz)				brushes iodine loose	2 9	—		family		10	
28lb	26 9ea	—	—		carded	3 9	—		Femfresh (47 Anestan)			
<b>Chlorstreptin (938 PD)</b>					brushes throat NH5	13 0	—		Femfresh (325 C-A)			
<b>Cypre (301 Coty)</b>					caustic pencils 40%	8 0	2 11		Fergluvite (17 Agprolin)			
creamy skin perfume					95%	13 0	—		tablets	100	4 6ea	
2958	10 1ea	5 6½ea	21 0		droppers medicine	3 8	—		French Almond (1070 Windsor)			
dusting powder	14 3ea	7 10ea	29 9		eye NH5	3 8	—		spray Cologne	50g	92 8	
refill	29351	7 11ea	4 4ea		ear caps babies	4 8ea	—		100g	49 4	27 2	
perfume	113	14 1ea	7 9ea		enemas NH5	96 0	—		185g	74 9	41 1	
spray	112	19 9ea	10 10ea		eyebaths plastic squat				roll-on	40 2	22 1	
<b>Clic (538 Greebox)</b>					NH5	3 4	5		refill	35 0	19 3	
magnetic soap holder	21 0	3 0	3 0		pedestal	3 4	5		<b>Gala of London (876 MP)</b>			
<b>Clinetetrin (518 Glaxo) T5</b>					eye rods NH5	1 8	—		azure cleaner	IGE9	65 10	
tablets	1000	270 0ea	—		menthol cones	9 0	—		moisture	IGF2	71 5	
<b>Colgate (280 CP) 5 pack minimum order</b>					nasal douche NH5	9 4	—		toner	IGE1	65 10	
instant shave	17 11	6 6	5 3		nipple shield glass NH5	8 4	—		miniature	IGGI	70 0	
	(½ doz)	(½ doz)			polythene				eyelashes		38 6	
<b>Coltex (1232 T &amp; R)</b>					NH5	7 0	—		half measures	IGH7	109 3	
cream	20 0	—	2 6		oiled silk 12×12in	21 4	—		full measures	IGH6	120 5	
<b>Complan (518 Glaxo)</b>	1lb	53 0	—		36×36in	15 4ea	—		Face Lift	IGG8	77 0	
					pumice stone boxed	14 4	7 10		golden cleanser	IGF6	65 10	
<b>Coolene (682 KCL)</b>					loose	12 8	7 0		toner	IGF7	65 10	
sunburn relief	22 0	8 1	3 6		styptic pencils				moisture	IGF9	70 0	
<b>Cooltan (682 KCL)</b>					3in carded	3 4	1 2		natural cleanser	IGF3	65 10	
sun bronzing lotion	52 0	28 7	9 0		2in in case	5 4	1 11		moisture	IGF5	71 5	
suntan cream	No. 1	26 0	14 4		syringe ear NH5	26 0	—		toner	IGF4	65 10	
	38 0	20 11	6 6		teething rings carded	3 7	—		miniatures	IGF8	70 6	
No. 2	52 0	28 7	9 0		whirling spray	8oz	120 0		Night Life	IGC6	88 3	
No. 3					Cygnet (705 Kirby)				pure moisture	IGG7	88 3	
<b>Coppatan (682 KCL)</b>					orange and halibut				party palette	IGJ1	141 0	
suntan cream	38 0	20 11	6 6		vitamin tablets	100	60 0		wash off	IGG9	86 11	
oil	38 0	20 11	6 6		Cygnets (Rigaud 47 Anestan)				beauty soap	IG64		
foam aerosol	70 0	38 6	12 0		Cypres (Rigaud 325 C-A)				cleansing milk	IG47		
<b>Coty (301 Coty) existing entry</b>					Cythere (Rigaud 47 Anestan)				hand lotion	IG61		
<b>Coty (301 Coty)</b>					Dalivits (705 Kirby)				lemon cleanser, pink			
airspun powder	2050	49 0	26 11½	D	Delta cortone (837 M5D)				cleanse, tonic	IG47		
beauty facial	316	52 0	28 7	I	tablets 1 mg				maxima cleanser	IGS3		
cream powder					Dermicel (672 Johnson)				gelee	IG60		
compact	584	52 0	28 7		surgical tape 1in x 5yd	26 0	—		hand care	IG59		
	581	40 0	22 0		1in x 5yd	42 0	—		matte velvet	IG11		
twinsset	2094	106 0	58 3½		2in x 5yd	76 0	—		velvet bloom brush			
deodorant					Dorothy Gray (385 DG)				toning lotion	IGO2		
mist	330	56 0	30 9½		eye shades	128 0	70 0		Gelufen (17 Agprolin)			
roll-on	319	51 0	28 0½		Dramamine (1121 Searle) †DDI				mixture	500ml	11 Oea	
eye make-up					tablets 50mg	100	18 6ea		11	20 Oea	—	
browpencil	448	37 0	20 4		Dr. Browns (1442 BCB) †DDI				21	36 Oea	—	
brownshadow	449	50 0	27 6		cough bottle	30 0	11 0		<b>Geordie (1463 VBL)</b>			
cakelinier	453	47 0	25 10		pastilles	18 2	6 8		home brewing kits			
eyeshadow	444	50 0	27 6		Easifix (1160 Solport)				beer	2gal	6 2ea	
eyeshine	456	48 0	26 5		finger stalls				5gal	9 9ea	—	
linepencil	450	84 0	46 2½		leather	small	1 0		stout	2gal	6 10ea	
	451	30 0	16 6		medium	1 4	—		<b>Geriotone (1091 Rybar)</b>			
linerbrush	452	50 0	27 6		large	12 4	—		Cerivin (1091 Rybar)			
liquidline	446	63 0	34 8		ex. large	13 3	—		tonic	115ml	42 0	
longlash	440	97 0	53 4		ex. ex. large	14 0	—		250ml	84 0	30 10	
refill	441	67 0	36 10		EG (I246 TYE)				<b>Gillette (514 Gillette)</b>			
mascara	442	57 0	31 4		tablets	300	23 6		razor three piece	32 4	11 7	
roll-on-lash	454	84 0	46 2½		1000	60 0	—		Sportsman set	—	4	
shadowbrush	445	50 0	27 6		Electricque (813 MF)				Glyco Thymoline (261 Christy)			
stickshadow	443	50 0	27 4		bubbling bath				Glykola (17 Agprolin)			
twinslash	447	59 0	32 5½		fragrance	44 8	15 7		500ml	11 Oea	—	
foundation cream	549	54 9	30 1		dusting powder	94 8	49 6		11	20 Oea	—	
hand care	296	36 0	19 9½		parfum Cologne	80 0	41 10		21	36 Oea	—	
Innovation					parfum creme	116 0	60 7		pro. infans	500ml	9 Oea	
eye liner gel	401	54 0	29 8½		perfume	59 4	31 0		11	16 Oea	—	
eyeshadow gel	402	54 0	29 8½		phial	127 4	66 6		21	30 Oea	—	
make-up gel	400	66 0	36 3½		presentation	66 6	21 6		<b>G.P. (302 Chemico)</b>			
instant cleanser	301	83 0	45 8		Elizabeth Arden (60 Arden)				cream cleaner	15oz	29 3	
Light and Lovely	530	56 0	30 9½		colour clear blushing				1gal	20 Oea	—	
lipstick	203	46 0	25 3½		gel				Griptiny (1349 LW) feederette		3	
mirrored case	205	55 0	30 3		colour clear bronzing				Halina (1136 Silber)		—	
Superclear	208	52 0	28 7		gel				500 camera 35mm		459	
liquid base	354	52 0	28 7		Elle (47 Anestan)				Hanimex (565 Hanimex)		—	
moisture balancer	304	100 0	55 0		Elle (325 C-A)				projector slide		199	
moisture veil	353	79 0	43 5½		Elnett (525 Golden)				Hanimete 100		—	
all-in-one	355	72 0	39 7		Satin aerosol	75g	43 0		Harriet Hubbard Ayer (575 HHA)		—	
face formers	356	98 0	53 11		Energen (1114 SEF)				Hemolac (307 C & G)		4	
nourishing cream	310	83 0	45 8		savoury crispbread	3oz	20 8		16oz	43 0	—	
revitalising cream	313	98 0	53 11		Ephazone (47 Anestan)				Hermesetas (47 Anestan)		—	
rouge	255	49 0	26 11½		Ephazone (325 C-A)				Hermesetas (325 C-A)		—	
skin freshener	307	83 0	45 8		Erase (813 MF)				Hi-Fi (813 MF)		—	
Slenderline pressed					plus	62 0	32 5		cream mascara	35 4	18 6	
powder compact	585	80 0	44 0				10 5		fluid make-up	38 0	19 10	
sub tint	541	29 0	15 11½		Ever Ready (964 Personna)				50 0	26 2	8	
sunshimmer	538	80 0	44 0		razor blades				Hi-Lift (I246 TYE)		—	
make-up					stainless single edge	4	46 0		honey & yeast tablets	60	19 6	
translucent	535	75 0	41 3		(24pkts)				150	42 0	—	
highlighter					(24pkts)				300	60 0	—	
loose powder	580	86 0	47 3½						1000	10 Oea	—	
pressed powder	583	75 0	41 3						60	19 6	—	
<b>Creme Puff (813 MF)</b>									150	42 0	—	
compact slim	44 8	23 4	7 6						300	60 0	—	
<b>Croskell's (306 GC)</b>									1000	10 Oea	—	
yellow mixture 200ml	22 6	8 3	3 6							1000	10 Oea	—
500ml	47 9	17 6	7 6								15	
6oz & 16oz	—	—	—	D								
<b>Cuckoo (453 Fecher) existing entry</b>												
<b>Cuckoo (453 Fecher)</b>												
alum blocks carded	22 4	8 2	—	D								

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
(671 Jeyes)					three ducks	301	44 5	16 3	6 11		
disinfectant medium	16 11	—	1 10		three lambs	302	44 5	16 3	6 11		
giant	23 4	—	2 7		travel soap	308	16 1	5 11	2 6		
economy	34 11	—	3 10		Trumpton	801	20 10	7 8	3 3		
dra. gal	13 10ea	—	17 4	Jertox (1232 T & R) existing entry					D	I	
5gal	61 8ea	—	79 4	Jertox (1232 T & R)							
(645 Ilford)				deodorant tablets	16 5	—	8				
black and white	126	36 0	20 0	(3 doz)							
chrome	126	—	—	holders	4 5	—	6				
film (1575 Ilon)				fly killer aerosol	35 3	—	3 11				
100g	8 0ea	2 11ea	11 9ea	fly spray	15 3	—	1 9				
450g	32 0ea	—	—	household	8oz	15 3	—				
ic (655 ICC)				lavatory blocks and							
remover aerosol	153 11	84 8	25 0	holder	10 0	—	1 3				
1073 Robinson)	10	5 8ea	—	moth proofer aerosol	30 0	—	3 6				
(1153 5KF)				moth crystals	100g	8 5	—				
methyl sal.	25g	24 0	8 9	200g	14 10	—	—				
1oz	—	—	3 9	500g	30 0	—	—				
(1412 Jackel)				Jeyes (671 Jeyes)							
bals aluminium				air freshener blocks							
cket	200	27 4	10 0	(Whiz)	24 7	—	11				
edium	210GF	32 0	11 9	(3 doz)							
essing	225	32 0	11 9	fluid	7oz	16 2	—	1 9			
l	252	33 9	12 5	20oz	27 9	—	3 0				
bbshell	108	25 9	9 5	40oz	50 10	—	5 6				
110	152	25 9	9 5	1gal	13 5ea	—	17 1				
152	32 3	11 10	5 0	5gal	57 11ea	—	69 11				
163	32 3	11 10	5 0	Freshbin powder	680g	17 6	—	1 10			
ons (1307 Waterhouse)				toilet flats							
wing ointment	12 0	4 5	1 10	soft single	38 1	—	1 6				
19 6	7 1	—	2 10	double	34 10	—	2 7				
ifuge	19 6	7 1	—	baby soft single	(1½ doz)						
41 0	15 1	—	2 10	27 5	—	1 0					
63 0	23 1	8 9		double	(3 doz)						
Selle (1412 Jackel)				manilla single	26 1	—	1 11				
glasses				(1½ doz)	40 8	—	1 6				
4	22 0	—	2 9	double	37 3	—	2 8				
4; 819	40 0	—	5 0	toilet rolls	(1½ doz)						
1; 880	56 0	—	6 11	babysoft twin	37 2	—	2 8				
5; 1879	72 0	—	8 11	manilla	39 9	—	1 5				
9	76 0	—	9 6	(3 doz)							
84 0	—	10 6		Jeypine (671 Jeyes)							
4; 565	100 0	—	12 6	disinfectant	medium	16 11	—	1 10			
75; 1205; 885; 886	124 0	—	15 6	giant	23 2	—	2 7				
6; 2511	156 0	—	19 6	economy	34 8	—	3 10				
05	168 0	—	21 0	1gal	13 10ea	—	17 4				
Sorelle (669 Sorelle) existing entry				5gal	61 8ea	—	79 4				
Sorelle (669 Sorelle)	107	57 4	21 0	Johnson's (672 Johnson)							
soap	—	—	8 11	bandages w.o.w. B.P.C.							
cronauts	91	48 2	17 8	1in x 4yd	4 3	—	7				
by in bath	90	32 1	11 9	2in x 4yd	6 11	—	10				
yptian vase	92	63 9	23 4	3in x 4yd	9 8	—	1 2				
w decanter	97	83 0	30 5	4in x 4yd	12 5	—	1 7				
ode	89	80 4	29 5	bandages crepe B.P.C.							
ral bottle	71	31 7	11 7	2in	25 0	—	3 0				
ble bath refill	707	17 8	6 4	2½in	30 3	—	3 5				
ble car	929	31 7	11 7	3in	36 2	—	4 2				
ny pack	930	57 4	20 6	3½in	41 4	—	4 7				
tive tiger	923	50 10	18 2	4in	47 2	—	5 2				
& dog money box	79	40 6	22 3	6in	70 6	—	7 9				
mpagne bubble bath			6 11	cellulose wadding	8.P.C.	36 0	—	4 0			
19A	41 9	15 4	6 6	cotton wool B.P.C.	16oz	—					
nior	38	22 6	8 3	1oz	9 5	—	1 2				
niature	40	11 9	4 4	4oz	26 4	—	3 0				
io pack	105	37 0	13 7	16oz	87 6	—	9 9				
ton wool puffs	705	33 9	9 11	cotton wool hospital	1oz	8 2	—	1 0			
ss decenter with			5 0	4oz	21 3	—	2 5				
th salts	220	52 2	28 8	16oz	67 6	—	7 7				
ss decenter bubble			8 11	dressing pack sterilised	18 7	—	2 3				
th	804	61 0	22 4	gauze B.P.C.	1yd	14 2	—	1 9			
ith bath cream	77	34 0	18 8	3yd	31 2	—	4 0				
vase	922	67 6	24 9	6yd	56 11	—	6 5				
ter perfume	815	40 6	21 9	12yd	110 6	—	12 2				
le Miss Bathtime	809	55 0	24 7	gauze and cotton							
le squaw	928	57 4	20 11	tissue 8.P.C.	16oz	104 0	—	11 9			
ury bath salts	78	75 8	41 7	Drug Tariff	16oz	88 0	—	9 9			
v aquaflora	956	50 10	18 8	incontinence pads	12	78 0	—	9 6			
w decanter	921	57 4	20 11	lint 8.P.C.	1oz	14 1	—	1 9			
o.v.c.	73	63 9	23 4	4oz	45 0	—	5 0				
ile holder	806	40 6	21 9	16oz	162 6	—	18 0				
bed bath salts	75	43 11	24 2	lint boric	1oz	14 10	—	1 10			
qui refill 1lb	706	13 2	7 1	4oz	48 0	—	5 5				
ing doll	933	54 8	20 0	multiple pack dressing							
mb bottle creamy	74	44 5	16 3	No. 1	42 4	—	4 9				
nothy Turtle	820	57 4	20 11	No. 2	85 8	—	9 5				
yl duck & soap	80	63 9	23 4	N-A dressings	5 10	—	9				
yl walrus & soap	81	63 9	23 4	sterilised lint dressings							
velty range			9 11	small	6 3	—	1 0				
monds	203	12 6	4 7	medium	9 2	—	1 2				
imal soap	212	61 0	22 4	large	14 7	—	2 0				
pothecary jar	208	70 2	25 9	triangular bandage	21 3	—	2 7				
utumn leaves	214	57 4	21 0	Johnson's (673 J of H)							
imberwick green			8 11	cotton wool No.1	7 4ea	—	11 0				
icket ball	808	20 10	7 8	No.2	5 4ea	—	8 0				
206	25 2	9 3	3 11	Instamatic cameras							
ep sea fish	213	28 11	10 7	fragrance	44 8	15 7	6 11				
est soap	211	31 7	11 7	Keflex (413 Lilly)							
arts & roses tray			4 11	suspension 125mg/5ml	37 6ea	—	56 3				
ector's House	300	20 10	7 8	100ml							
ickey Mouse	200	9 8	3 6	Jonquille (813 MF)							
annets 312; 313; 314	48 2	17 8	7 6	bubbling bath							
astern baskets	204	80 4	29 5	Keflex (413 Lilly)							
ap-on-a-rope	306	38 0	13 11	suspension 125mg/5ml	37 6ea	—	56 3				
ree animals	303	28 11	10 7	100ml							
			4 6	Jonquille (813 MF)							
				fragrance	44 8	15 7	6 11				
				Keflex (413 Lilly)							
				suspension 125mg/5ml	37 6ea	—	56 3				
				100ml							
				Kodak (711 Kodak)							
				Instamatic camera							
				"25"	28 2ea	15 6ea	58 10				
				"33"	40 0ea	22 0ea	83 6				

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail
top coat	32 8	17 1	5 6	1	Phenics (104 BP)	36	20 3	7 6	1 0	—	—
pastel touch	64 0	33 5	10 9		tablets strip	48	—	—	—	6 3ea	—
roll-on deodorant	44 8	23 4	7 6		Philips (977 PE)	—	—	—	D	8	
skin freshener	56 8	29 7	9 7		Philishave shavers	—	—	—	—	—	
for men					de luxe	HPII12	124	2ea	45 6ea	210 0	
after shave lotion	62 8	32 9	10 7		special	HPII09	105	6ea	38 8ea	178 6	
body talc	46 0	24 0	7 9		compact	HPI204	74	6ea	26 8ea	126 0	
clear gel tube	28 0	14 8	4 9		Pickles (982 Pickles)	—	—	—	—	—	
deodorant Cologne	74 0	38 8	12 6		Coolman	20	6	11 3	3 6	—	
deodorant spray	56 0	29 3	9 5		Hotspur	16	0	5 10	2 6	—	
Lazy shave	58 0	20 2	8 11		Shufflebabe	11	0	4 1	1 9	—	
pre-electric shave	62 8	32 9	10 7		Koologne	20	6	11 3	3 6	—	
tonic hair dressing	62 8	32 9	10 7		Koolstick	—	—	—	D	—	
Milk of Magnesia (976 PL)	4oz	22 6	7 5	3 0	Winter balm	—	—	—	D	—	
	12oz	51 11	17 0	6 11	Pilogene (985 Pilogene)	—	—	—	—	—	
peppermint flavoured	4oz	22 6	7 5	3 0	haemorrhoid compound	50g	45 0	16 6	6 11	D	
	8oz	41 3	13 6	5 6	Pondets (1352 Wyeth)	—	—	—	—	—	
tablets	handy	20 0	6 8	2 8	Portia (1160 Solport)	animal wool	—	—	—	—	
	medium	41 3	13 8	5 6	1oz	9	6	—	—	—	
	large	63 8	21 1	8 6	1oz	17	6	—	—	—	
Mimette (1413 P & S)	(distributors 1545 Vestric)	D		2oz	29	0	—	3 8	—	—	
	(distributors 649 ICI)	I		8oz	92	0	—	11 6	—	—	
Mimospray (1413 P & S)	(distributors 1545 Vestric)	D		16oz	16	0ea	—	24 0	—	—	
	(distributors 649 ICI)	I		baby balances	D57	72	—	9 0	—	—	
Mum (172 BMCL)	for Fresh & Dry see			D60	156	0	—	19 6	—	—	
under Fresh & Dry				blackhead remover	7	9	4 3	1 4	—	—	
Mysore (47 Anestan)	D			caustic pencils	17	0	—	2 2	—	—	
Mysore (325 C-A)	I			iodine brushes loose	5	2	—	8	—	—	
Negram (97 Bayer) T5				carded	5	6	—	9	—	—	
tablets	56	40 10ea	—	nail brush	B518	28	0	10 3	4 4	—	
Nerissa (1160 Solport) existing entry	D			B519	22	6	8 3	3 6	—	—	
Nerissa (1160 Solport)	I			B516	33	6	12 3	5 3	—	—	
puffs duet foam 2½in	(2)	15 9	8 8	1 4	pumice stone (mouse)	14	6	7 11	2 6	—	—
	(2doz)	(2doz)	(2doz)	styptic pencils carded	—	—	—	—	—	—	
flock foam	(2)	42 6	23 5	2 5	3in labelled and cello wrapped	D1660C	4	8	1 8	9	—
	(3)	(3doz)	(3doz)	2in. in plastic case	D1663C	7	3	4 0	1 1	—	—
fur 2½in	(3)	4 4ea	2 7	8 11	tincture and lotion	brushes	—	—	—	—	—
lambskin 3in	25 6	14 0	4 4	duck size	4	8	—	7	—	—	
lambskin bath with bow	4in	60 0	33 0	favelon	5	9	—	9	—	—	
	4½in	70 6	38 9	goose size	7	0	—	10	—	—	
	5in	82 0	45 2	Predsol (518 Glaxo) TS suppositories 5mg	10	8	9ea	—	II 8	D	
nylon 2½in	11 0	6 0	1 10	plus iron	6	—	—	—	—	—	
velour single sided carded 2½in	16 9	9 2	1 5	Sanatogen (1530 Fisons) selected multivitamins	100	—	—	—	—	—	
double sided carded 2½in	11 3	6 2	1 11	plus iron	45	45	89 3	—	—	—	
3in	12 9	7 0	2 2	Sanilav (671 Jeyes)	medium	16 11	—	—	—	—	
3½in	14 9	8 1	2 6	giant	27 10	—	—	—	—	—	
4in	16 9	9 2	2 10	Preditif (813 MF) bubbling bath	fragrance	44 8	15 7	6 11	—	—	
Nocold (705 Kirby)† tablets	12	24 0	8 10	dusting powder	94 8	49 6	16 0	—	—	—	
old pack	—	—	—	parfum creme	116 0	60 7	19 7	—	—	—	
Norlutin-A (938 PD) tablets	30	—	—	parfum Cologne 2 oz	80 0	41 10	13 6	—	—	—	
Norolen (1045 R)	D			perfume phial	59 4	31 0	10 0	—	—	—	
Odo-Ro-No (256 CPL) deodorant stick	15g	23 2	12 9	presentation size	127 4	66 6	21 6	—	—	—	
unperfumed	15g	23 10	8 9	Pularin (436 Evans) ampoules	1000iu/ml	81	0ea	—	—	—	
roll-on	40g	36 5	20 0	2ml×100	5ml	2	1ea	—	—	—	
squeeze pack	30g	27 9	15 3	5000iu/ml	5ml	5	0ea	—	—	—	
Dri Mist aerosol	120g	48 8	26 9	12,500iu/ml	1	3	10ea	—	—	—	
old packs	—	—	—	bottle	25,000iu/ml	25	0ea	—	—	—	
Okasa (47 Anestan)	D			5ml	16 4ea	—	—	—	—	—	
Okasa (325 C-A)	I			2l	58 0ea	—	—	—	D	—	
Paddi (1073 Robinson) cotton wool balls white	50	10 8	—	16oz & 80oz	—	—	—	—	—	—	
Palmolive (280 CP) 5 pack minimum order rapid shave regular, lime or mint	17 11	6 6	5 3	Pure Magic (813 MF) astrigent	60 0	31 4	10 1	—	—	—	
	(½doz)	(½doz)		cake make-up	68 8	35 11	11 7	—	—	—	
Panagesic (988 Northern) Pan-Cake (813 MF) make-up	41 4	21 7	7 0	clear up cream	54 0	28 3	9 1	—	—	—	
Pan-Stik (813 MF)	44 8	23 4	7 6	compact powder	82 8	43 2	13 11	—	—	—	
Parmacetyl (417 EPL) tablets	100	108 0	38 6	cover up stick	68 8	35 11	11 7	—	—	—	
Parozone (671 Jeyes) 20oz	11 11	—	—	cleanser	61 4	32 1	10 4	—	—	—	
	32oz	14 11	—	liquid make-up	50 8	26 6	8 7	—	—	—	
	1gal	5 4ea	—	normalising pads	88 0	46 0	14 10	—	—	—	
Pedigree Chum (967 Petfoods) handy	71 6	13 10	1 5	Rentokil (1047 Rentokil) cream polish	3pt	—	—	5 0	—	—	
	(6doz)	(6doz)		dry rot fluid	1gal	—	—	40 0	—	—	
	large	89 7	17 4	1gal	—	—	—	24 6	—	—	
	(4doz)	(4doz)		5gal	—	—	—	38 0	—	—	
Pegina (1417 Coraline) indigestion mixture	48 0	17 8	6 11	Insectrol aerosol 20oz	—	—	—	170 0	—	—	
Permaware (1412 Jackel) existing entry	D			moth proofer aerosol 20oz	—	—	—	17 6	—	—	
Permaware (1412 Jackel) Nursery Rhyme cup, beaker, deep plate, flat plate, cereal bowl	59 0	8 1	8 0	wood preservative 1qt	—	—	—	11 0	—	—	
egg cup	29 6	4 1	4 0	1gal	—	—	—	18 0	—	—	
Chicken cup, porringer, beaker, non-spill bowl, deep plate	59 0	8 1	8 0	1gal	—	—	—	30 0	—	—	
egg cup	29 6	4 1	4 0	5gal	—	—	—	140 0	—	—	
Personna (964 Personna) blades platinum	5	42 10	15 9	10oz	—	—	—	6 6	—	—	
	(20 pkts)	(20 pkts)	4 4	20oz	—	—	—	10 0	—	—	
Ricotiv (211 Butler)†	—	30	0ea	1qt	—	—	—	15 3	—	—	
Rite Diet (1545 Vestric)	—	—	—	5gal	—	—	—	24 6	—	—	
				aerosol	5gal	—	—	38 0	—	—	
				quick drying	6oz	—	—	6 6	—	—	
				1pt	—	—	—	11 0	—	—	
				1qt	—	—	—	16 6	—	—	
				1gal	—	—	—	26 0	—	—	
				5gal	—	—	—	190 0	—	—	
				junior injector	—	—	—	5 9	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	6 3ea	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein free products flour	28×1lb	82	0ea	—	72 0ea	—	
				gluten free/protein free bread	8oz	2	8ea	—	—	—	
				Rite Diet (1440 WFL) diabetic fruit cake 14oz	—	—	—	—	—	—	
				gluten free products flour	28×1lb	68	0ea	—	63 0ea	—	
				4×7lb	—	—	—	—	—	—	
				plain sweet biscuits	51oz	2	2ea	—	—	—	
				protein							

# EW from Co-Caps

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CO-CAP 25

# Imipramine

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	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Retail			
piece set	367	276 0	67 5	40 2	saddle potty	128 0	—	16 0	Woltz Italiana (128 Biometica)	Trade	Tax	Retail		
shin	341	72 0	26 5	11 2	junior	60 0	—	7 6	manicurebase coat	32 0	17 2	5 9		
tonge brush	340	44 0	16 2	6 10	teeth-a-rattle	54 8	20 0	8 6	cuticle remover	32 0	17 2	5 9		
presentation set	351	72 0	26 5	11 2	teether circus	54 8	20 0	8 6	nail enamel regular	32 0	17 2	5 9		
rack Atlantis	738	140 0	19 3	19 1	Tried & True (813 MF)	soft colour	83 4	43 7	14 1	mini-regular	23 8	12 8	4 3	
towel ring	737	160 0	22 0	21 10	Tuf (1174 Sponcel)	plastic sponge	17 0	6 3	2 8	pearl	46 9	25 1	8 5	
maid's brushes	714	32 0	11 9	5 0	Twice as Lasting (525 Golden) existing entry	D	junior	30 0	16 1	5 5				
and dog	715	40 0	14 8	6 3	Twice as Lasting (525 Golden)	I	venetian carnival	46 9	25 1	8 5				
representation	714/5	88 0	32 4	13 8	hair style retaining lotion	No 1 or 2	single	12 0	6 7	mini-Venetian	30 0	16 1	5 5	
Andy Duck	771	220 0	80 8	34 5	large	54 0	14 10	9 9	super brilliant	58 11	31 7	10 7		
bonair	40	44 0	16 2	6 10	for greasy hair	single	13 6	7 5	super creme	46 9	25 1	8 5		
guineau	719	220 0	80 8	34 5	large	58 6	32 2	9 9	nail hardener	54 8	29 4	10 0		
cket	701	12 0	4 5	1 10	with colour	13 6	7 5	top coat	32 0	17 2	5 9			
besman	718	260 0	95 4	40 6	Un Air Embaume (Rigaud (47 Anestan))	D	Un Air Embaume (Rigaud (325 C-A))	I	Wright's (1351 WLW)	deodorant stick	70g	36 6	20 2	6 3
cal after treatment	251	20 0	—	2 6	tablets	24	6 2ea	—	talcum powder	17 4	9 6	2 11		
cal plate brush	281	16 0	—	2 0	Vacromist (331 C of C)	vapour spray	114g	46 6	liquor carbonis	100ml	30 0	11 0	4 3	
cal military	415	96 0	35 3	14 11	Vaporole (208 BW)	aromatic ammonia	6	16 8	detergents	200ml	51 3	18 10	7 3	
520	452	52 0	19 1	Vax (191 BVF) existing entry	D	Vax (191 BVF)	I	500ml	110 0	—	—			
vel set	453	128 0	47 0	19 11	vacuum flasks metal	Mono-Vac	2l	340 0	2l	340 0	—	—		
es hairbrushes	57	160 0	58 8	24 11	Yaxa (366 Dendron)	anti-perspirant super	61 0	31 11	Yeast-Pac (994 P & M)	medicated	tube	33 0	11 10	5 0
line	535	58 0	21 4	9 0	vacuum flasks plastic	16oz CHI	4 7ea	7ea	Yestamin (1246 TYE)	powder	8oz	42 0	5 0	
therweight	556	22 0	8 1	3 5	yellow	CH2T	6 9ea	10 1ea	16oz	60 0	—	7 0		
mb and curl brush	613	11 0	4 1	1 9	16oz CH3	8 2ea	1 1ea	13 7	7ib	28 Oea	—	42 0		
es gift sets	570	64 0	23 6	10 0	43oz CH3M	10 6ea	4 1ea	17 6	14ib	48 Oea	—	72 0		
hythm 3-piece	571	72 0	26 5	11 2	vacuum flasks plastic	8oz CH8P	5 4ea	8 1ea	tablets	50	17 0	—	2 0	
ly 5-piece	572	84 0	30 10	13 1	16oz CH16P	5 11ea	9 9ea	100	26 0	—	3 0			
phony 4-piece	573	96 0	35 3	14 11	box design	8oz NP8	6 0ea	9 1ea	300	58 0	—	6 9		
brushes	306	16 0	5 11	2 6	16oz NP16	6 8ea	10 1ea	1000	7 Oea	—	10 6			
metic	310	40 0	14 8	6 3	Diddy	8oz NP8A	6 6ea	10 0ea	5000	34 Oea	—	51 0		
lphin	310	20 0	7 4	3 1	replacements	8oz V8	10 0	1 3	18000	110 Oea	—	165 0		
ily	304	12 0	4 5	1 11	cups	16oz V16	12 0	1 6	AMENDMENTS AND ADDITIONS					
ppy	328	36 0	13 3	5 7	23oz & 36oz	14 0	2 0	TO KEY TO SUPPLIERS						
rmmaid	327	32 0	11 9	5 0	outer V36	inner V916	1 3	325 C-A=Crookes-Anestan Ltd., Rankine Road						
geon's	320	32 0	11 9	5 0	23oz & 36oz	10 0	1 3	Daneshill Estate, Basingstoke, Hants. 0256-25051.						
iversal	307	14 0	5 2	2 2	inner R916	4 1ea	6 1ea	352 Darlington=W. Darlington & Sons Ltd., Station						
ring brushes	771	58 0	21 4	9 0	16oz RCH1	6 6ea	10 1ea	Road, Rustington, Littlehampton, Sussex. Rustington						
774	160 0	58 8	24 11	23oz RCH2	6 6ea	10 1ea	3232.							
tex (1174 Sponcel)	18 3	10	10	36oz RCH3	6 6ea	10 1ea	878 Napp=H. R. Napp Ltd., Hill Farm Avenue, Leavesden, North Watford, Herts. Garston 75255.							
pet sponge	(3doz)	(3doz)		refills	8oz R8	4 2ea	—	960 Perry=Charles Perry (Cosmetics Ealing) Co Ltd,						
Tan (47 Anestan)				16oz R16	4 5ea	—	155 Pittsanger Lane, London, W.5. 01-997 2663.							
Tan (325 C-A)				stoppers screw	16oz SS1	16 0	—	985 Pilogeno=Pilogeno Ltd., 296 Kensington, Liverpool L72RR. 051-263 6451.						
(671 Joyes)				23oz & 36oz	SS3	20 0	1 9	1070 Windsor=The House of Roberts Windsor, Colwick Industrial Estate, Nottingham NG4 2BY. 0602-247208.						
ision	17 9	6 6	2 8	Expandavac	8oz & 16oz	E1	1 9	1167 Spa=Spa Brushes Ltd., Freeman Works, Chesham-Bucks. 0240-56371.						
mpoo standard	21 10	8 0	3 4	23oz & 36oz	E3	18 0	2 6	1287 Vitalam=Vitalam Ltd., Seaford Road Works, Pendleton, Salford 6, Lancs. 061-736 5343.						
Sue (1412 Jackel)				Vichy (1519 SA)	Surpastilles	20 8	4 7	1431 Erica=Erica Products Ltd., 231 The Vale, Acton, London, W.3. 01-743 0797.						
fume sachet	17 6	9 7	3 0	pastilles	(3 doz)	(3 doz)	1 6	1440 WFL=Welfare Foods (Stockport) Ltd., 63 Higher Hillgate, Stockport, Cheshire, SK1 3HE. 061-480 9408.						
fumed talc pad	28 9	15 10	4 11	Vitapointe (1530 Fisons)	hair spray	75 8	14 7	1463 VBL=Viking Brews Ltd., 28 Clive Street, North Shields, Northumberland. 0894-573 402.						
(838 Merrell) ts4B				Whiskas (967 Petfoods)	(6doz)	(6doz)	I							
rules	250	65 Oea	—	Witch Doctor (427 Ethimical)	witch hazel gel	27 0	9 8							
ets	300	—	—	(distributors 128 Biometica)										
et (105 BTD)	50	23 Oea	—											
t's deodorant	30	—	—											
oda (17 Agropolin)	35 4	19 6	5 6											
500ml	12 0ea	—	—											
II	23 0ea	—	—											
21	40 0ea	—	—											
grad (2 Abbott)†														
ntabs	100	25 Oea	—											
	500	120 Oea	—											
monogene (1073 Robinson)														
ol	small	20 0	7 4											
	large	33 6	12 3											
son's (1231 Thomson)														
ules iodised														
amin	75	90 0	—											
liver oil cream	8oz	74 0	—											
	20oz	146 0	—											
sed cream	8oz	74 0	—											
	20oz	146 0	—											
(533 Grabowski)														
ets	42	42 0	15 2	6 6										
tee Tippee (1412 Jackel)	TGS1	172 3	23 8	23 6										
y care sets	TGS2	91 8	12 7	12 6										
y sponge	11 6	4 2 1	1 9											
and single hot plate														
plate double	121 0	16 8	16 6											
Py bag	88 0	12 1	12 0											
th zip	103 0	37 9	16 0											
	241 0	88 4	37 6											

## THIS WEEK'S CHANGES

Trade	Tax	Retail	Trade	Tax	Retail	
Alo (1533 Alo)			lip shield	5 0ea	1 10ea	11 6
after tan			lipstick	4 6ea	2 6ea	10 6
			pearlised	4 6ea	2 6ea	10 6
			over 'n' under	4 6ea	2 6ea	10 6
			mascara	5 5ea	3 0ea	12 6
			natural eye care cream	10 6ea	5 9ea	24 6
			natural body beautifier	8 3ea	4 61ea	19 3
				13 0ea	7 2ea	30 6
				6 9ea	3 81ea	15 9
				5 3ea	2 11ea	12 3
				8 0ea	4 5ea	18 9
				7 6ea	4 11ea	17 6
				11 0ea	6 01ea	25 6
				6 9ea	3 81ea	15 9
				12 0ea	6 7ea	28 0
				6 0ea	3 31ea	14 9
				9 3ea	5 1ea	21 6

	Trade	Tax	Retail		Trade	Tax	Retail		Trade	Tax	Ret.
natural skin toner	7 6ea	4 1/2ea	17 6		Fenjal (1113 S & B)				Tiara		
sooth	12 0ea	2 4 1/2ea	13 6		"Classic"	231cc	220 1	111 1	perfume purse flacon	—	35
Andrex (153 B5C) 25 case minimum order tissue 2-roll	32 6	—	2 4	"creme bath	21cc	27 1	13 8	Tweed perfume replica	—	28	
(1 1/2 doz.)				"Fresh"	98cc	107 0	54 0	purse flacon	—	33	
Babettes (153 BSC) 25 case minimum order baby napkins	10 46 5	—	2 6	"creme bath	—	—	1/2oz	atomiser	—	49	
(2 doz.)				towels 1-roll	33 8	4 8	—	bouquet spray	—	78	
pants	20 46 5	—	5 0	2-roll	(2 doz)	(2 doz)	eau de parfum spray	—	—	60	
	31 2	—	3 3	(1 1/2 doz.)	(1 1/2 doz.)	49 3	bath foam	—	—	22	
Bidrolar (61 APC) syrup	100 ml	5 0ea	—	Floris (468 F)	creme de lys	—	cream skin perfume	—	—	25	
						—	soap guest (5)	—	—	24	
Blenderm (1500 MM & M) surgical tape	1/2in x 5yd	6S 2	—			—	toilets (2)	—	—	12	
	(2 doz.)			Gibbs (509 Gibbs) fluoride toothpaste	—	—	bath	—	—	9	
lin x 5yd	57 9	—	7 2	standard	19 9	7 3	traveller	—	—	7	
(1 doz.)				large	27 8	10 2	cream rouge	—	—	25	
1 1/2in x 5yd	54 10	—	10 4	economy	39 1	14 4	eye shadow cream and	—	—	24	
(3 1/2 doz.)				Golden Babe (761 Lilia-White)	—	—	stick	—	—	23	
Breck (1509 C of GB) shampoos for dry hair, oily hair, normal hair	sachet	17 3	6 6	Bouncer baby pants	15 8	—	frosted dusting	—	—	22	
	(3 doz.)	(3 doz.)	10	disposable napkins	10 23 8	—	golden dusting	—	—	21	
	70cc	22 9	8 5	20 45 1	—	lively lashes	—	—	17		
	120cc	34 0	12 6	48 106 5	—	make-up case de luxe	—	—	16		
old packs	—	—	D	Snuggi-pants	32 3	—	nail colour	—	—	15	
Breeze (756 Lever) soap	toilet	52 5	19 3			remover	—	—	14		
	(6 doz.)	(6 doz.)	1 2	Gravindex (922 Ortho) pregnancy slide test	75 0ea	—	base coat	—	—	13	
bath	41 6	15 3	1 10	100-pack	345 0ea	—	top coat	—	—	12	
	(3 doz.)	(3 doz.)		Handy Andies (153 BSC) 25 case minimum order tissues	47 3	6 6	Onyx Cologne spray	—	—	11	
Clovercide (1208 Syn) weed killer	4oz	64 0	8 —	(1 gross) (1 gross)	7	A	deodorant stick	—	—	10	
Cow and Gate (307 C & G) milk food	full cream	16oz	46 8	Harvey's (139 Bleasdale) veterinary products	—	—	Royal Rose range	—	—	9	
	half cream	16oz	46 8	aconite powders 1/2oz	52 0	19 1	special hand cream	—	—	8	
	humanized	16oz	46 8	embrocation 1/2oz	44 0	16 1	Tiara perfume 1/2 oz	—	—	7	
Crest (389 Draker) protectives	Forma	(3)	90 0	10oz	27 0	27 1	Tweed bouquet mist	—	—	6	
	(48 pkts)		5 0	hair restoring	224 0	82 1	parfum solide	—	—	5	
Naturac	(3)	70 0	—	ointment	41 0	15 0	Lifebuoy (756 Lever) soap	toilet	56 5	20 8	
	(48 pkts)		3 9	red lotion	46 0	16 10	bath	57 11	21 3	I	
dry	(3)	49 0	—	1qt	60 0	22 0	family	36 5	13 4	II	
	(48 pkts)		—	worm condition	—	—	Lil-Jets (761 Lilia-White) regular	10	22 7	2	
Denman (1255 UP) existing entry			D	Powders without	—	—	20	39 9	—	4	
Denman (1255 UP)	bath brush	D.18	38 3	balls 1/2oz	52 0	19 1	super	10	24 9	2	
	set	D.28	70 5	for foals and yearlings	74 0	27 1	super plus	10	44 8	4	
	circular massager	D.6	2 11	1/2oz	224 0	82 1	20	27 2	—	5	
	comb Mary Anne			hair brushes	—	—	Lilia (761 Lilia-White) sanitary belts	17 11	2 7	2	
	fantail	D.10	7 11	gents Debonair D.23	28 3	—	sanitary towels	6	14 0	I	
	rat tail	D.11	7 11	minor	20 2	—	12	25 7	—	II	
	minor	D.16	7 11	styling	48 4	17 9	Lucozade (103 Beecham) small	15 6	3 6	1	
	corn eraser	D.34	15 5	D.1A	52 0	19 1	(2 doz)	* Includes 3d for container	—	1	
	hair brushes			D.1B	52 0	19 1	large	25 9	5 8	3	
	gents Debonair	D.23	32 0	D.4	52 0	19 1	* Includes 4d for container	—	—	2	
	minor	D.3	64 0	109 4	48 4	17 9	Lux (756 Lever) toilet soap	small	56 5	20 8	I
	styling	D.1	20 9	109 4	52 5	19 1	large	57 11	21 3	I	
		D.1A	27 1	109 4	(4 doz)	1 9	Micropore (1500 MM & M) surgical tape	small	51 0	—	3
		D.1B	20 9	109 4	(6 doz)		1in x 5yd	(2 doz)	42 0	5	
		D.4	190 0	109 4	(6 doz)		2in x 5yd	(1 doz)	37 9	9	
		D.5	190 0	70 5	30 0						
	tangle and curl	D.14	44 9	Dectolo (746 Lederle) T5 tablets 300mg	207 0ea	—	Norton (900 Norton) gift sets				
	handbag brush	D.33	16 7	500	310 10	after shave lime	Q2	64 0	35 2	II	
	hand toilet brush	D.19	32 0			after shave and soap	Q8	96 0	52 9	15	
	nail brush Perfect	D.17	10 3			Be My Guest G30	144 0	33 0	21		
	oval stimulator	D.7	19 3			perfume sachets RRI	19 6	10 9	3		
Dectolo (746 Lederle) T5						soccer ball/wash cloth	L12	68 0	17 0	10	
De Witt's (372 De Witt) cough control	1/2gal	45 0ea	—			tennis ball/wash cloth	L11	68 0	17 0	10	
	1/2gal	80 0ea	—			wash cloth guest discs	G24	93 0	22 0	13	
	pills	medium	41 3	15 1		wash cloth rose soaps	G25	84 0	19 0	12	
	Kidney & bladder pills	medium	41 3	6 0		bubble bath	cognac	Q12	61 0	22 4	9
	worm syrup	1oz	20 0	—		dolly	Q7	42 6	15 7	8	
		4oz	45 0	—		gin	Q4	58 0	21 3	9	
	cough control	2oz	—	—		Harry Hare B1	63 0	23 1	9		
	healing powder	—	—			MRN jar H8	76 0	27 10	11		
Estee Lauder (425 ELC) eye products	eyebrow cake	—	—			Pedro P2	63 0	23 1	9		
	ete drops	—	—			Picasso P1	42 0	15 5	6		
	eyelash night creme	—	—			stem jar H12	96 0	35 2	15		
	roll-on	—	—			novelty soaps	3 animals	B4	40 0	14 8	6
	eyelid foundation	—	—			3 tennis balls	L7	69 0	25 3	10	
	eyelid liner cake	—	—			3 tulips	T1	63 0	23 1	9	
	liquid	—	—			4 dice	L6	38 0	13 11	5	
	eyelid shadow pressed	—	—			12 golf balls	L4	77 0	28 3	12	
	solid creme	—	—			Age of Elegance W1	67 0	24 7	10		
	eye make-up finishers	—	—			Algy magic rabbit X1	23 0	8 5	3		
	remover liquid	—	—			Apple for the Teacher C6	31 0	11 4	4		
	remover pads	—	—			bath time dolly Q14	53 0	19 5	8		
	lash lengthening	—	—			capsules and doll B9	45 0	16 6	6		
	mascara cake	—	—			Chitty Chitty Bang Bang M6	66 0	24 2	10		
	roll-on	—	—				25 0	9 2	3		
	under eye primer	—	—								
	stick	—	—								

## **Therapeutic—pharmacological index**

following products to be added under the  
indications stated  
5c Cardioquin  
1 Potadine

11(c) (cephalosporins) Keflex suspension  
13(i) Matthodorm  
15(a) Theograd  
18 Gendarm

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<b>IA-LOXIN</b>	250 mg. .... (Oxytetracycline B.P.)	26/- (£1.30p.)	..51/- (£2.55p.)	..100/- (£5.00p.)
<b>IA-PEN</b>	125 mg. .... (Penicillin V. B.P.)	22/- (£1.10p.) 43/- (£2.15p.)	..43/- (£2.15p.) ..85/- (£4.25p.)	.. 85/- (£4.25p.) ..160/- (£8.00p.)
<b>IA-PRAM</b>	25 mg. .... (Imipramine B.P.)	14/6 (£0.73p.)	..28/- (£1.40p.)	.. 55/6 (£2.78p.)
<b>IN-SOLONE</b>	1 mg. .... (Prednisolone B.P.)	4/3 (£0.21p.) 5 mg. ....12/6 (£0.63p.)	.. 7/3 (£0.36p.) ..24/- (£1.20p.)	.. 13/11 (£0.70p.) .. 47/3 (£2.36p.)
<b>IA-SONE</b>	1 mg. .... (Prednisone B.P.)	4/- (£0.20p.) 5 mg. ....11/6 (£0.58p.)	.. 7/- (£0.35p.) ..22/6 (£1.13p.)	.. 13/5 (£0.67p.) .. 44/5 (£2.22p.)



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One of four full-colour advertisements appearing in Vogue, Harper's Bazaar, Nova, Queen and Flair all this year



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# COMMENT COMMENT COMMENT COMMENT COMMENT

## Tighter controls on drugs of abuse

The simplification of drug abuse legislation by bringing together the three Acts under which control is currently exercised into the Misuse of Drugs Bill will, in general, be welcomed by pharmacists.

The extension of the Home Secretary's powers to schedule for control, new substances liable to misuse without the need for international consultations will also be welcomed, provided, of course, that he applies mature judgment to the advice he receives from his experts.

In order that the Bill may achieve its aims, pharmacists will undoubtedly need to continue to exercise professional vigilance, for they will often, as in the past, be the first to notice signs of misuse in their area.

The Home Office, police and other enforcement authorities will be able to count on their continued support.

Assessment of the precise impact of the Bill on pharmacists cannot of course be made until the Minister has published Regulations.

Pharmacists have long been awaiting the making of Regulations on the security measures to be taken in their pharmacies. It is to be hoped that they will not be left in uncertainty much longer. However, the Minister has said that he hopes to be able to publish Regulations soon after the Bill becomes law, which is expected to be about July.

The timing of the announcement of the proposals by the Pharmaceutical Society's Working Party on Drug Dependence (p 387) would seem apt in view of the current interest in control of drugs.

It is unfortunate that the Society has not been able to release the full report at this time and that its decisions on it are not yet known.

### Duplicate prescriptions

The suggestion for the use of duplicate prescriptions could provide the Home Secretary with a means of collecting the information he wishes to obtain from pharmacists and doctors.

Should it be put forward as a concrete proposal, the reaction of doctors will be interesting as it appears that they will have to make the effort of remembering to use the correct pad for NHS prescriptions. Further, in the case of private prescriptions they must, unless the working party are proposing that special forms should be issued for such, write on the second copy "Not to be dispensed."

In this connection the Northern Ireland system for dealing with NHS prescriptions would also seem worth consideration. Before sending the prescription for pricing, the chemist codes it ready for processing by computer. Each preparation is individually coded and information on any drug known to the coding system can be provided to the Committee on Safety of Drugs.

But, of course, that system involves an array of staff and a computer. The scheme is unlikely to be as economical as the current one.

The Home Secretary's proposal to take powers to stamp out irresponsible prescribing ought to prevent any need

in future for action by the Pharmaceutical Society similar to that when it requested its members not to dispense prescriptions for amphetamine sulphate powder.

It is to be hoped that firmer and more flexible legislation will achieve its aim and not lead to an increase in attempts to circumvent it. An informed public is probably the best safeguard against misuse of drugs and an important part of the pharmacists' health education function lies in that field.

## An opportunity for hard thinking

Whether or not hospital pharmacy was on the brink of disaster is a problem of interpretation and degree, and whether the Noel Hall report, copies of which were handed to the Guild negotiators as they entered the final round of negotiations, and the recent salary awards, will together provide a basis for a really satisfactory future, remain to be seen.

What has really been achieved is time for further reflection and — which is more important — opportunity to ensure that the hospital pharmaceutical service provides a career — not only for the completely dedicated few who require little or no financial incentive, but also for those who seek a fuller and wider experience and reasonable financial rewards comparative with those obtained by similarly qualified individuals.

Hospital pharmacists attending the conference in Dunblane (see p 397) were not absolutely convinced that the Noel Hall structure is going to solve all their problems.

They have been so badly treated in the past that they are going to look extremely critically at any solution that may be offered to them. They have had to fight so consistently for their past meagre rewards, that even a Utopian plan would justifiably be looked at with cynicism.

The Noel Hall plan with its top echelon of regional and area pharmacists supported by three other grades of pharmacists envisages a chain of management responsibilities with a definite line of communication from top to base.

This would ensure a cohesive organisation with responsibilities clearly delineated. The pharmacy departments of teaching and general hospitals are to be brought together. That means that many who are currently working in relatively independent areas will find their autonomy disappearing and a measure of restriction being applied.

In those circumstances they and others are trying to see how the proposals are likely to be applied in their areas. They also note there is likely to be only a limited number of posts in the higher echelon and they are therefore looking around, assessing their opportunities and those around them.

There was at Dunblane, a fear that some of the senior posts might be given to "academics from the universities" who had had no real knowledge of the day-to-day management problems of running a hospital pharmacy.

Sir Noel was right when he suggested that good communications between the authorities and the hospital pharmacists were paramount. That is an aspect upon which the authorities should be currently reflecting.

# TRADE NEWS

## New perfumery ingredients

Florasynth Ltd, Greenford, Middlesex, have introduced three new perfumery specialities. Patcholene FG 6911 reproduces patchouli with floral overtones and can act as a fixative of heavy dry notes in oriental-type perfumes.

Tonka FG 6925, warm, slightly sweet, and imparting a velvet smoothness to modern sharp notes, is for use in perfumes for soaps, detergents and industrial reodorants. Ylangarome FG 6906, a fanciful and modified ylang ylang, has been devised as a modifier in expensive handkerchief perfumes.

## Finer spray for Elnett

From March 23, Elnett satin hairspray aerosols will incorporate a new micro-diffuser spray head (except the 75g size) which produces a fine mist enabling each hair particle to be held individually.

The release button is recessed and contained to fit the finger "making it impossible to aim in the wrong direction." Advertising support for the new diffuser will appear in women's magazines, May to November. (Golden Ltd, Berkeley Square House, Berkeley Square, London W1A 1BX.)

## Self-adhesive dispensing labels

To meet the increasing demand, James Townsend & Sons Ltd, Musgrave House, Western Way, Exeter, are specialising in the manufacture of standard-sized self-adhesive labels specially suited to dispensing requirements.

Marketed under the trade name Flips, they are available in three sizes, and permanent or peelable adhesive can be supplied. In addition, there are eight sizes for marking or pricing. All labels are supplied in dispenser cartons.

New machinery recently installed has put the company in a position to satisfy most demands. Although the labels were at first used mainly for plastic containers, an increasing number of pharmacists are finding that they are convenient to use on glass containers, resulting in a saving of time and absence of waste.

## Additional pack

Lederle are introducing on March 23 a 500 pack of Detecto 300mg tablets (£15 10s. 10d). (Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Bush House, Aldwych, London WC 2.)

## Clean air company in full production

Laminar Flow Systems Ltd, trading under the name of Lamarflo, a recently-formed company who design and manufacture

clean air equipment, announce that they are now in full production of custom built clean air modules, cabinets, canopies, tunnels and chemical/fume extraction units. Competitively priced units are being produced, for the pharmaceutical, photographic, and other industries. (Laminar Flow Systems Ltd, Maple Road, Lottbridge Drive, Eastbourne, Sussex. [tel: Eastbourne 20419].)

## Easter closings

Most manufacturers and wholesalers are closing for the Easter holidays after their usual hours of business on Thursday, March 26 and reopening on Tuesday, March 31.

Exceptions to this, who have notified the C&D are Northern Pharmaceuticals Ltd, Bradford (open March 27 and 28, closed pm on March 31) and Unichem Ltd, who have these arrangements at their branches: Croydon and Walthamstow, open Saturday morning; Nuneaton and Leeds, open Friday and Saturday, closed Monday and Tuesday.

The following have stated that emergency supplies may be obtained through John Bell and Croyden, 50 Wigmore Street, London W1; Beecham Ethical Distributors; May & Baker Ltd; Merck Sharpe & Dohme Ltd, Paines & Byrne Ltd; Pharmax Ltd; Upjohn Ltd; E. R. Squibb & Sons Ltd.

*Eye-catching display material which ties in with the latest advertising campaign for Aqua Manda, by Goya Ltd, 161 New Bond Street, London W1*



## Bonus offers

Radiol Chemicals Ltd, Stepfield, Witham, Essex. Biovitale. Extra 10 per cent on 6 bottles upwards.

Rapidol Ltd, Inecto House, 27 Dover Street, London W1X 4BU. Inecto Colour Creme. Extra bonus on entire Inecto order, regardless of product, when buying 3 dozen assorted shades of Colour Creme (5 per cent bonus); 6 dozen (10 per cent bonus); 9 dozen or over (15 per cent bonus). Bonuses are in addition to usual volume discounts, etc. Until April 3.

# NEW PRODUCTS AND PACKS

## Over-the-counter medicinals

### Liquid standardised senna

Bidrolar syrup, containing biological standardised senna, is a new concentrated liquid senna treatment for constipation. It has been formulated to provide a complete laxative to avoid unpleasant side effects, such as griping, and is acceptable to all age groups. Bidrolar is said to enable chronic constipation to be controlled.

Claims for Bidrolar are summarised as reliable laxative action; patient acceptability; convenient concentrated dosage form, particularly for old and young; efficient bowel re-education in chronic sufferers; lack of unpleasant griping economy in use.

Available in bottles of 100ml, cartons with a 5ml spoon. For adults, a starting dose of 5-10ml per day (half the usual standardised senna syrup dosage) recommended. For children, 6-12 year half the adult dose.

Display material in the form of card crowns and leaflet counter dispense which hold a leaflet "A Matter of Habit" are available. (Armour Pharmaceuticals Co Ltd, Hampden Park, Eastbourne, Sussex.)

## Cosmetics and toiletries

### Fresh & Dry now in a roll-on

In 1969 Bristol-Myers launched Fresh & Dry deodorant in an aerosol. Now Fresh & Dry is available as a roll-on (6s 5d) having a light fragrance acceptable to both men and women. Refills are also available and both Fresh & Dry roll-on and refill (5s 5d) are attractively packaged in individual cartons in bright blue and orange. There is also a new better-value aerosol (185 g) (11s 9d). (Bristol-Myers Co Ltd, Stonefield Way, Southgate, Middlesex.)

### Arden liner and Shado wand

Elizabeth Arden have modified and improved the formula of liquid eye liner to make it easy to apply, more waterproof and yet quickly removable with eye make-up remover. The new pack consists of



"the matte velvet eye," the first pastel shadowed and lustrous, the second a gentle misty-eyed look.

New shades include plum, violet, and mauve, as well as delicate greens, dawn blues and twilight greys. There are two pre-eye make-up products: eyelid foundation and under eye primer stick.

The main collection comprises pressed eyelid shadow, solid creme eyelid shadow, eyelid liner cake, liquid eyelid liner, lash lengthening cake mascara, lash lengthening roll-on mascara, eyebrow cake and eye make-up finishers. Four eye treatment items are gentle eye make-up remover liquid, professional eye make-up remover pads, roll-on eyelash night creme and super clarifying eye drops. All are priced at 50s. except lash lengthening roll-on mascara and gentle eye make-up remover liquid (both of these are 12s). (Estee Lauder Cosmetics Ltd, 18 Davies Street, London W1.)

### Sundries

#### New-style razor from Gillette

Gillette have re-styled their popular three piece razor. Formerly made from aluminium, it now incorporates a contoured black plastic handle which has the advantage of making the razor more comfortable to handle and easier to use. Selling price is 4s 11d.

Packaging has been re-designed to co-ordinate with Gillette Platinum razor blades. (Gillette Industries Ltd, Great West Road, Isleworth, Middlesex.)

#### Three additions to Seton range

Seton Products have added three new products to their range. Setonplast waterproof strapping (BPC) is in 5yd rolls of 1, 2 and 3in widths. Supplied in cartons of 1doz rolls. The Seton paediatric urine collector can be shaped for use on either sex and is held in place by a clear adhesive plaster with minimum risk of skin irritation. The collectors are individually packed in cartons of 100 and are ethylene-oxide sterilised.

The third addition is the Seton urine drainage bag, available in four models

with standard long or short tube, or with non-return valve with or without drainage outlet. (Seton Products Ltd, Tubiton House, Nedlock Street, Oldham, Lancashire.)

### Dental care

#### Two new package designs

Stafford-Miller have introduced bright new packaging for Poli-Grip denture fixative cream, featuring the mint flavour formula introduced in 1969. The new cartons are in distinctive shades of green, orange and brown. All existing trade stock is now new mint formula regardless of packaging.

Also announced is a new pack and smart new display outer for Sensodyne. To keep within the therapeutic image of the brand, it was decided to feature the Sensodyne name more prominently within the existing design, and at the same time brighten the pink and blue colour scheme. The new packs will be sold in from April 1. The display outer contains nine standard and three economy pieces. (Stafford Miller Ltd, 166 Great North Road, Hatfield, Hertfordshire.)

### Household

#### Four-month flykiller

Mafu is a fly strip to be launched this summer by Bayer Germany. Mafu resin strip contains 20 per cent by weight of dichlorvos. Small quantities of vapour are automatically dispersed to provide effective control for up to four months against flies, moths, mosquitoes, wasps and other domestic insect pests.

The product comes in two sizes — Mafu Strip 40 (15s 11d) is for rooms as large as 40 cubic metres (1,400 cu ft); Mafu Strip 10 (7s 11d) for treatment of rooms of 10 cubic metres (350 cu ft). Both strips are complete in an attractive plastic holder ready for immediate use and are easy to handle; they may be hung or stood in any convenient part of the room. The larger strip is being packed in units of 10 while the smaller comes in packs of 20, both with attractive self-fastener display outers. (Distributors Gerhardt Penick Ltd, Croydon, Surrey.)

### A new Max Factor creation

Pastel Touch (10s 9d) is a brand new stick make-up created by Max Factor. It is claimed to be the quickest, easiest-ever to use. Simply applied straight from the stick in long sweeping strokes and then blended with fingertips or damp sponge. Pastel Touch is available in six complexion-toning shades:— Pastel Ivory, a fair, soft alabaster tone, Pastel Peach, a soft, natural creamy-pink tone, Pastel Fawn, a neutral beige tone, whilst Pastel Honey is a medium beige tone, Natural is a warm, pinky, natural shade and Medium a warm, glowing medium tone. Pastel Touch is presented in a blue swivel container decorated in white and gold, complete with matching carton. (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP.)

### Fashion eye make-up collection

With the 1970 collection of ready-to-wear eye make-up, Estee Lauder has brought together "everything you need to create fashion's newest eyes with professional ease." Two fashion looks from the collection are "the glistening satin eye" and

# Neutrogena 1970 is some



## Neutrogena is a natural!

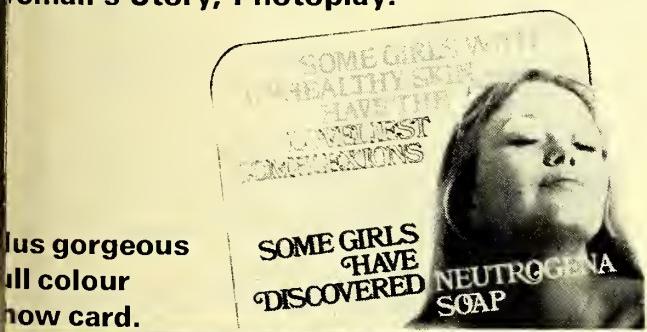
Neutrogena is the pure natural soap that contains no acid or free alkali. It is recommended by doctors and leading skin specialists for problem complexions. It's the perfect answer for girls with spots or blemishes. Now Neutrogena is getting its biggest ever advertising and promotion support. Neutrogena will be in demand. Make sure you order extra supplies of Neutrogena soap now.

Neutrogena shampoo will also be featured in all Neutrogena Soap advertising.

# advertising campaign

## Powerful Advertising in Women's Magazines...

This advertisement will be seen month in month out from April to September by no less than 26½ million complexion conscious girls of all ages in: Annabel, Honey, 19, Rave, Readers Digest, She, Woman, Woman & Home, Woman's Weekly, True Story, True Romances, Woman's Story, Photoplay.



Just gorgeous  
full colour  
now card.

Discover Neutrogena's secret and  
share a rich reward of profits

Order now from your usual wholesaler  
or in case of difficulties contact:-

M & R NORTON LIMITED, Adriant Works,  
55 Merton Road, London, S.W.18. 01-874 6087.



Some girls  
with unhealthy skin  
have the loveliest  
complexions...

Let's face it, few girls have perfect skins. But that doesn't mean you have to put up with spots, blemishes, grease, or even dryness. Not anymore! Girls are discovering the secret of Neutrogena. The pure, natural soap that doesn't contain acid, free alkali or dyes—the causes of so many skin problems! Neutrogena washes away dirt and impurities, but leaves your natural skin oils unharmed. It's much more soluble than ordinary soap, so it rinses away easily, leaving no tiny particles of soap to dry or irritate. Neutrogena is so good, it's even recommended by leading skin specialists and doctors. Get a little change from 5 - when you buy a tablet of Neutrogena. You'll soon get a big, beautiful change in your complexion. At all good chemists and stores.

Also available Neutrogena shampoo.

Some girls  
have discovered  
Neutrogena!

**FREE SAMPLE** Get a trial size tablet of Neutrogena soap, by filling in the coupon and sending 6d for postage to Dept. XXXX.  
M & R Norton Limited, Adriant Works, 155 Merton Road, London S.W.18

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



# New Pack Size

Lederle Laboratories are pleased to announce that our triple tetracycline DETECLO has achieved remarkable initial success—so much so that we are introducing a new **500 tablet** pack from March 23rd 1970. Its basic NHS cost will be £10.7.0.

We hope this convenient dispensing pack will help pharmacists to answer the current demand for this valuable new antibiotic.

## Detecto®

Tablets 300 mg  
—the first triple tetracycline  
—now in packs of 100 and 500.

Further information available on request

**LEDERLE LABORATORIES**

A division of **Cyanamid**  
of Great Britain Ltd.  
Bush House, Aldwych, London WC2

® Regd. Trademark

**Granose** Britain's Leading Health Foods

## STARCH REDUCED ROLLS



Special airtight pack keeps Granose Rolls fresh and feather-light bringing your customers back for more. Generous trade discounts too! Granose Rolls. The fast seller.

GRANOSE FOODS LIMITED • WATFORD • HERTS

**CHANGE NOW** to the C&D's  
NEW 1970 profit making  
"PACKAGE DEAL" in time  
for **BUDGET DAY**

★The newly published March Quarterly Price List of over 5,000 products listed and 12 months WEEKLY supply of Cumulative PRICE CHANGES/new product additions and 3 additional Quarterly Price Lists (JUNE - SEPT - DEC).

★The NEWS WEEKLY with 15 separate merchandising supplements.

★PLUS the C&D YEAR BOOK and BUYER'S GUIDE

**FOR ONLY £6!**

Name .....  
Trading Name .....

Address to which C & D must be sent .....

Telephone No. ..... Date .....

Signature .....

Address for invoicing if different from above .....

21/3/70.

# PROMOTIONS

## 'Sample boxes' reach up to 70 per cent of mothers—but all go to their chemist

The only place 100 per cent of expectant or new mothers are sure to visit is the chemists.

That is the conclusion of a survey of consumer attitudes to ante- and post-natal care and the sampling of mother and baby products. The survey was carried out by Diana Pearce Research Associates on behalf of Infamark's Mother-to-be service.

The findings are based on 72 completed questionnaires and include the following notes about points of contact with mothers:

- only 37 per cent had attended a clinic for ante-natal care
- 68 per cent had their babies in hospital
- 70 per cent visited a clinic for post-natal care
- 63 per cent did not receive any mother and baby magazines.

In analysing opportunities respondents had had of sampling mother-and-baby products, it was found that 70 per cent had received only the Mother-to-be service box; 28 per cent had received Gift Pax or Bounty as well; 43 per cent had neither sent nor received any additional samples other than those in the mother-to-be box.

### Fiesta towel offer

Bowater-Scott "Season's Seasonings" kitchen prints are being offered free from the beginning of March with two roll packs of Fiesta decorated paper towels. Each print lists 12 different spices with a brief description of the place of origin, together with how and when they are used in cooking. An added attraction is an offer of three kitchen articles—a solid wooden bowl, complete with a shap-

kitchen colour print  
**Free**  
take one now with a  
**Fiesta double pack**



1

ed steel chopper for the preparation of herbs and spices; a matching set of red, hard-wearing finish, pepper mill and salt pouer; or a teak rack with five spice filled jars, which the consumer can obtain by submitting one wrapper from a pack of Fiesta for each article together with the appropriate remittance.

The closing date of the offer is December 31, 1971. (Bowater-Scott Corporation Ltd, Bowater House, London, SW 1.)

### Taste samples with bonus order

A display outer containing 24 taste samples is being sent out with bonus orders for six or more Biovital. Advertising is now appearing in the Southern editions of *TV Times*, *Woman*, *Woman's Own*, *Woman's Realm* and *Woman's Weekly*. It continues until mid-May. (Radiol Chemicals Ltd, Stepfield, Witton, Essex.)

### Brylcreem 'World Cup' competition

Brylcreem is to be featured in a nationwide consumer competition with a World Cup theme and with a lavish range of prizes. The competition which will run until September 30, requires the selection of a team of players to represent the world, choosing from 28 international football stars. Standard and medium tubs of Brylcreem will have special labels for purchasers' use as entry forms. There will be two first prizes—luxury holidays for two in the Bahamas travelling by BOAC jet. Second prizes will be 20 colour TV sets. Third prize of a fascinating football book specially printed for Brylcreem will be awarded to 10,000 runners up.

The promotion is to be backed by an eye-catching range of point-of-sale materials. An intensive schedule of Press advertising has been planned with full pages in the *Mirror*, *Sun*, *Sketch*, *Tit-Bits*, and *Week-end* and half pages in the *Daily Express*. Attractive trade terms will be available in support of the promotion. (Beecham toiletry division, Beecham House, Brentford, Middlesex.)

### Champion golfer supports Rapid-shave

Colgate-Palmolive had signed up Tony Jacklin, British Open golf champion, to back the Rapid-shave promotions before he became the British Open golf champion or received the OBE.

He appears in a colourful film to be seen at cinemas from May 1 and his name is expected to attract contestants to a "golfy word-game competition" on Palmolive tube and stick packs. There is a first prize of £1,000. (Colgate-Palmolive Ltd, 76 Oxford Street, London W 1.)

### Energen's Crispbread campaign

"How to Lose it Like a Lady" is the theme of a new advertising campaign for Energen starch reduced Crispbreads—rye, wheat and savoury.

The advertising commenced on March 7 and will continue until late June. Over forty full page or larger space insertions have been booked in women's magazines and the national Press. (Scott-Energen Foods Ltd, Cerebos House, Victoria Road, London NW 10.)

### Maybelline spring campaign

A new-look spring advertising campaign will promote Maybelline Magic and Ultra Lash mascara (now at reduced prices) using the theme—"do you suffer from lumpy lashes?" Whole-page colour advertisements will appear in *Woman*, *Honey*, *19 and Petticoat*.

A revolving counter dispenser unit for the trade is available free when ordered with stocks to fill it. (Plough Inc [UK] Ltd, Victoria House, Southampton Row, London WC 1.)



### Consumer offers

Old Spice have two offers to go on sale mid-March. The stick deodorant is being supplied with 2s-off tape and special headboard advertising the reduced price of 8s. Old Spice aerosol hair dressing, with new improved formula, is offered at 6s 6d.

An attractive quilted plastic bib is being offered by Chesebrough-Ponds Ltd to purchasers of their economy size pack Q-Tips. (Chesebrough-Ponds Ltd, Victoria Road, London NW 10.)

## ON TV NEXT WEEK

Ln = London; M = Midlands; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; Cl = Channel Islands

**Askit:** Sc, B, G.

**Aspro Soluble:** All except U, E.

**Beecham powders + Hot Lemon:** Ln, So, A.

**Dentu-Creme:** Ln, M, Lc, Y, WW, So, NE, A.

**Disprin:** Ln, Sc, WW, We, B.

**Gerber baby food:** All except E, Cl.

**Lempak:** Ln.

**Marigold:** Ln, A, So, We, WW.

**Steradent:** Ln, M, So, NE, A, B.

# TRADE MARKS

*Applications advertised before registration  
'Trade Marks Journal' February 25  
No. 4774*

**Rynacrom**, 940,188, by Fisons Pharmaceuticals Ltd, Loughborough, Leics. For pharmaceutical, veterinary and sanitary substances; infants' and invalids' foods; bandaging materials; dental preparations; disinfectants (5)

**Lantex**, 941,067, by Sterwin AG, Zug, Switzerland. For medicated pads for personal hygiene (5)

**Anfibral**, 941,279, by Imperial Chemical Industries Ltd, London SW1. For pharmaceutical preparations and substances for human and veterinary use; sanitary substances; and disinfectants (5)

**Parlodol**, 941,523, by Sandoz Products Ltd, Horsham, Leeds. For pharmaceutical products (5)

**Lipirax**, 942,100, by Biofarma SA, Neuilly-sur-Seine, France. For pharmaceutical preparations for use in the treatment of disorders of carbohydrate and lipid metabolism (5)

**Fortagen**, 943,039, by A. Wander Ltd, London W1. For infants' and invalids' foods and dietetic foods (5)

*'Trade Marks Journal' March 4  
No. 4775*

**Princess Marcella Borghese Ecco**, B926,884, by Princess Marcella Borghese Inc, New York, USA. For perfumes, toilet waters; talcum powders, perfumed oils and perfumed sachets, all for toilet use (3)

**Dextradose**, 927,337, by Colgate-Palmolive Co, New York, USA. For perfumes; non-medicated toilet preparations; cosmetics; dentifrices; non-medicated preparations for care of the mouth and teeth; soaps; etc. (3)

**Neviska** (device), 933,098, by Procelsa SA, Barcelona, Spain. For soaps, perfumes, eau de Cologne, perfumed non-medicated toilet preparations and substances, essential oils, cosmetics, hair lotions and dentifrices, all for sale in the United Kingdom (3)

**Idol Eyes**, 933,927, by Saga of Bond Street Ltd, Slough, Bucks. For cosmetics and non-medicated toilet preparations; all for the eyes (3)

**Minaret**, 937,453, by Studio Cosmetics Ltd, Havant, Hants. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

**Altair**, 939,988, by Pfizer Ltd, Sandwich, Kent. For perfumes, eau de Cologne, cosmetic preparations, dentifrices, non-medicated toilet preparations, toilet articles, soaps and essential oils (3)

**Hero**, 941,729, by Richardson-Merrell Pty Ltd, Fairfield, Australia. For non-medicated toilet preparations; soaps, cosmetics, shampoos, hair lotions, non-medicated skin lotions, non-medicated suntan lotions; and dentifrices (3)

**Meyton**, 941,877, by British Overseas & Export Trading Ltd, London EC4. For perfumes, non-medicated toilet preparations and cosmetic preparations, but not including preparations for the hair (3)

**Naked Lunch**, 943,859, by Bristol-Myers Co, New York, USA. For preparations for the hair (3)

**Elidelle**, 947,997, by Unilever Ltd, Wirral, Cheshire. For soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, preparations for the hair and dentifrices (3)

**Spectam**, 920,813, by Abbott Laboratories, Chicago, Illinois, USA. For pharmaceutical preparations for veterinary use (5)

**Swahol**, 930,866, by Richardson-Merrell Ltd, London W1. For disinfectants, sanitary and sterilising preparations and substances (5)

**Kriss**, B36,219, by Studio Cosmetics Ltd, Havant, Hants. For sanitary tampons, sanitary towels, and sanitary garments (5)

**Conova**, B936,657, by G. D. Searle & Co, Skokie, Illinois, USA. **Trelacon**, 945,244, by Richardson-Merrell Ltd, London W1. For pharmaceutical preparations and substances (5)

**Crazy Faces**, 937,430, by Studio Cosmetics Ltd,

Havant, Hants. For deodorants for personal use (5)

**Minaret**, 937,454, by Studio Cosmetics Ltd, Havant, Hants. For deodorants for personal use, none being in tablet form (5)

**Staglandin**, 937,721, by Ono Yakuhin Kogyo KK, Osaka, Japan. For medicinal and pharmaceutical preparations (5)

**Carofur**, 937,907, by Boehringer Mannheim GmbH, Mannheim, Germany. For pharmaceutical preparations (5)

**Finarol**, 938,094, by J. R. Geigy AG, Basle, Switzerland. For preparations for killing weeds and destroying vermin, insecticides, larvicides, fungicides and pesticides (5)

**Maxa**, 943,459, by Boots Pure Drug Co Ltd, Nottingham. For medical ointments for use in the treatment of ringworm, eczema and fungal infections of the skin (5)

*'Trade Marks Journal' March 11  
No. 4776*

**Avon**, B928,779, by Avon Cosmetics Ltd, Northampton. For non-medicated toilet preparations; preparations for cleaning the teeth; preparations for the hair; medicated shampoos and medicated soap (3)

**Pantina**, 933,618, by Roche Products Ltd, Welwyn Garden City, Herts. For soaps, perfumes, perfumed non-medicated toilet preparations, essential oils, cosmetics and hair lotions (3)

**Perfectly Fair by Hilton**, B937,262, by Beecham Group Ltd, Brentford, Middlesex. For preparations for lightening the colour of the hair (3)

**Lucky Charms**, 937,445, by Studio Cosmetics Ltd, Havant, Hants. **Calandre**, 937,830, by Paco Rabanne Parfums, Paris, France. For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, soaps and essential oils (3)

**Roux Golden Spell** (device), 937,687, by Roux International Ltd, Dublin, Irish Republic. For cosmetics and non-medicated toilet preparations; preparations for the hair; and hydrogen peroxide (not for pharmaceutical purposes) (3)

**Fairy Soap with Olive Oil** (device), 939,161, by Procter & Gamble Ltd, Gosforth, Newcastle-upon-Tyne. For soaps containing olive oil (3)

**Elidel**, 941,025, by Unilever Ltd, Wirral, Cheshire. For soaps, perfumes, non-medicated toilet preparations, essential oils, cosmetics, preparations for the hair and dentifrices (3)

**Deeville**, B941,449, by Mechanix, Chelford, Cheshire. For perfume (3)

**Constellation**, 944,346, **Viceroy, Volupta**, 944,353-54, by Pfizer Ltd, Sandwich, Kent. For perfumes, eau de Cologne, cosmetic preparations, dentifrices, non-medicated toilet preparations, toilet articles, soaps, and essential oils (3)

**Irojel**, 889,895, by Day & Sons (Crewe) Ltd, Crewe, Cheshire. For tonic preparations in gel form containing vitamins and minerals, for animals (5)

**Milgard**, 927,724, by Richardson-Merrell Ltd, London W1. For pharmaceutical preparations and substances; antiseptics and disinfectants (5)

**Tempo** (device), 933,733, by Procter & Gamble Ltd, Gosforth, Newcastle-upon-Tyne. For deodorants for personal use (5)

**Nursil** (device), B934,183, by Boots Pure Drug Co Ltd, Nottingham. For medicated creams for babies (5)

**Boots Gardencare**, 936,111, by Boots Pure Drug Co Ltd, Nottingham. For insecticides, fungicides and pesticides; disinfectants; preparations for killing weeds and destroying vermin; all for use in horticulture (5)

**Valugra**, 936,793, by Greiter Special Cosmetic Centrale International, Weidling bei Wien, Austria. For pharmaceutical preparations and products, all for treatment of the skin (5)

**Steri-Plain**, 936,950, by Contact Lenses (Manufacturing) Ltd, London W14. For solutions for the eyes (5)

**Miss Dainty** (device), B938,775, by Fresh 'N Dainty Cosmetics Ltd, Old Woking, Surrey. For deodorants for female personal use (5)

**Contac**, 940,066, by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts. For pharmaceutical preparations and substances for the treatment of coughs and colds and similar respiratory ailments, all being for human use (5)

**Whitro-Mycin**, B943,895, by Lennig Chemicals Ltd, London WC1. For antibiotics and antibiotic preparations and preparations containing antibiotics, all for veterinary use (5)

**Pescatex**, 940,837, by Fisons Ltd, Felixstowe, Suffolk. For disinfectants; preparations for killing weeds and destroying vermin; pesticides, herbicides, insecticides, fungicides (5)

# COMING EVENTS

**Monday March 23**

**Croydon Branch, Pharmaceutical Society**, Croydon Medical Centre, Mayday Hospital, West Croydon, at 8 pm. Mr K. J. Broadley on "Antihypertensives" (lecture course).

**Leicester and Leicestershire Branch, Pharmaceutical Society**, Postgraduate Medical Centre, New Bridge Street, Leicester, at 8 pm. Dr R. Gilbert on "Oral contraceptive agents."

**Romford Branch, Pharmaceutical Society**, Golden Lion Hotel, Romford, at 8 pm. Films and discussion of motions for Branch Representatives meeting.

**Tuesday March 24**

**Edinburgh and South-eastern Scottish Branch, Pharmaceutical Society**, 36 York Place, Edinburgh, at 7.45 pm. National Cash Register film on "Decimalisation" and annual meeting. **Nottingham Branch, Pharmaceutical Society**, Robin Hood Hotel, Newark, at 7.30 pm. Dr W. A. R. Thomson, on "Drugs, doctors and diseases."

**Warrington Branch, Pharmaceutical Society**, Hill Cliffe Hydro Hotel, Warrington, at 8 pm. Annual meeting.

**Retail Alliance**, Kings Head Hotel, Priestgate, Darlington, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, Bennet Lecture Theatre, University Road, Leicester, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, Grand Hotel, Northampton, at 7.30 pm. Decimalisation meeting.

**Retail Alliance**, Corfield Hotel, Taunton, at 7.30 pm. Decimalisation meeting.

**Wednesday March 25**

**Northumbrian Branch, Pharmaceutical Society**, Civic Centre, Newcastle, at 7.30 pm. Annual dinner and dance.

**Retail Alliance**, Guildhall Assembly Room, Gloucester, at 7.30 pm. Decimalisation meeting.

**Society for Drug Research**, Chelsea College, Manresa Road, London SW3, at 10 am. Symposium on "Drugs in the treatment of Parkinson's disease."

**Somerset Branch, Pharmaceutical Society**, Star Hotel, Wells, at 7.30 pm. Mr John Reed, on "The Financial and Economic Aspects of Running a Pharmacy."

**Cardiff Pharmacists' Association**, Angel Hotel, Cardiff, at 7.30 pm. Annual dinner and dance.

**Thursday March 26**

**Croydon Branch, Pharmaceutical Society**, Aerodrome Hotel, Purley Way, Croydon, at 7.45 pm. Mr. C. C. B. Stevens (a member of Council) on "Matters of law relating to pharmacy."

**Dundee and Eastern Scottish Branch, Pharmaceutical Society**, Queen's Hotel, Dundee, at 7.30 pm. Annual meeting. Speaker Mr W. A. Beanland.

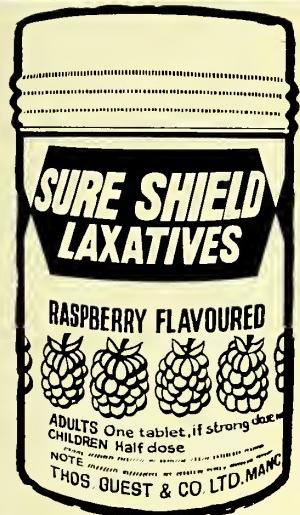
**Bournemouth Branch, Pharmaceutical Society** Post-graduate medical centre Boscombe. Refresher course of four weekly lectures on current therapeutics begins.

**Advance information**

**Pharmaceutical Society of Great Britain Post-graduate School**, Chelsea College, Manresa Road, London SW3, April 7-9. Exhibition of scientific instruments.

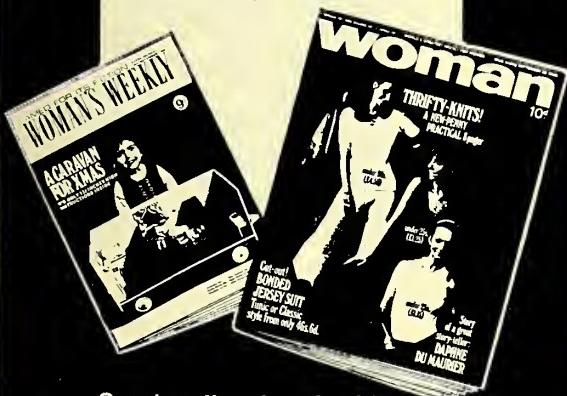
**Yorkshire Regional Committee, Pharmaceutical Society**, Langwith College, Heslington, York, April 12 at 10.30 am. One-day conference. Speakers: Mr Stanley Blum, Mr R. G. Worby and Mr W. A. Beanland.

## SURE SHIELD



## FRUIT FLAVOURED LAXATIVE

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APPROVED BY THE BRITISH DIABETIC ASSOCIATION



Carbohydrate

7.8 grams per oz.

Fat

6.3 grams per oz.

Protein

3.2 grams per oz.

Sorbitol

2.6 grams per oz.

Calories

110 per oz.

Baked and sealed under vacuum in a can to retain freshness and flavour so good EVERYONE WILL ENJOY IT—and yet the carbohydrate has been reduced by half as compared with a conventional cake of similar type

**NET WEIGHT 14oz (396g)**

Recommended retail price **8/4d**

\* As advertised regularly in *BALANCE* the journal of the British Diabetic Association

From your wholesaler, or in case of difficulty contact:

**WELFARE FOODS (Stockport) LTD**

63/65 Higher Hillgate, Stockport, Cheshire.  
Telephone: 061-480 9408

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**RITE-DIET** Gluten Free canned bread, biscuits and flour mix—prescribable for gluten sensitive enteropathies.

**RITE-DIET** Protein Free canned bread (with or without salt) and flour mix—prescribable for renal failure and phenylketonuria.

# MARKET NEWS

## Buchu leaves again nominal at origin

London, March 18: New-crop buchu leaves were unobtainable at origin during the week and as a result spot holders increased their quotations for old crop by sixpence lb. Belladonna leaves were again marked down by threepence lb as more offers were received. West African kola nuts were cleared on the spot but there were the dearer Jamaican nuts available. Costa Rican ipecacuanha continued scarce and the spot value advanced sixpence lb. Peppers and turmeric were easier while sarsaparilla was lower by twopence lb. Jalop was unobtainable.

Demand for senna was negligible. Shipments from the port of Tuticorin of Tinnivelly leaves and pods during February were:

	UK tons	US tons	Europe tons
Senna leaves	2	—	3
pods	2	—	4

Among essential oils Chinese spearmint was dearer by one shilling per kg for forward delivery but lemongrass was down by 2s kg.

### Pharmaceutical chemicals

**Acetic acid:** (12-ton lots in bulk per ton), BPC glacial £85; 98-100 per cent; £87, 80 per cent grades; technical £68; pure £74.

**Adrenaline:** (Per g). Synthetic 1-kg lots, 1s 2d; 500 g 1s 4d acid tartrate, 1 kg 10½d; 500 g 1s.

**Aloin:** 50-kg 118s kg.

**Aluminium chloride:** Pure 6s 5d per kg in 50-kg kegs.

**Ammonium acetate:** Kegs (50 kg) BPC 1949 7s 3d kg; solution (200 kg drums) strong, 2s 3½d kg.

**Ammonium bicarbonate:** (Per lb in 1-ton lots) BP powder 9d, carbonate lump 1s 3d; powder 1s.

**Ammonium chloride:** 50-kg pure 2s 5½d kg.

**Antimony:** Prices of salts withdrawn.

**Bemegride:** BPC £16 kg.

**Benzamine lactate:** 500-kg lots, 1,023s per kg. **Benzoic acid:** 50-kg kegs, 6s 5d kg; sodium salt 6s 4d.

**Boric acid:** BP grade per 1,000-kg; granular £89; crystals £106; powder £97; extra-fine powder £99 in paper bags, carriage paid. Technical is £12 per 1,000 kg less than BP grades.

**Citric acid:** BP granular (single deliveries per 1,000 kg in lined bags), 50-kg £258; 250-kg £250; 1,000-kg £240 Premiums; Anhydrous, and granular £18; powder £10; crystals £15.

**Gallic acid:** BP 250-kg lots, 27s kg.

**Glycerophosphates:** Calcium 29s 6d kg, Iron 37s 10d; Magnesium 39s 11d; Manganese 57s 5d; Potassium 50 per cent 9s 8d; Sodium 50 per cent 6s 11d; powder 22s 10d.

**Glycerophosphoric acid:** 20 per cent 12s (in 50-kg lots).

**Hypophosphorous acid:** BPC 1959 17s per kg; pure (50 per cent) 21s.

**Iodides:** (Per kg, 50-kg lots) Potassium 28s 9d (powder 27s 9d); Sodium (25 kg) 37s 3d.

**Iodine:** Crude 24s 2d kg; 50-kg resublimed 59s 9d kg. BP 50-kg 31s kg; 250-kg 30s 6d.

**Iodoform:** (per kg) powder, 50 kg 67s 6d; crystals, 6s 6d more.

**Isoprenaline sulphate:** 5-kg 273s kg.  
**Kaolin:** Light 500-kg 1s 3d kg; 1,000-kg 1s 2d kg; heavy £167-£168.

**Magnesium carbonate:** 1 ton lots; light £156; heavy £167-£168.

**Magnesium hydroxide:** BPC, £466 13s ton.  
**Magnesium oxide:** BP (per ton): light £513 7s; heavy £793 6s 8d.

**Magnesium peroxide:** (15 per cent) 438s 8d cwt.  
**Magnesium phosphate:** 50-kg lots: Tribasic, BPC 1949 10s 4d kg in sacks; dihydrogen 9s kg.

**Magnesium sulphate:** BP crystals in minium 1-ton lots from £24 to £30 per metric ton, exsiccated £50 ton, ex 50s.

**Magnesium trisilicate:** 1-ton £448.

**Mercurochrome:** 145s, per kg.

**Methyl salicylate:** 250-kg 8s 5½d kg.

**Neomycin sulphate:** BP 5-kg 550s, kg sterile and non-sterile.

**Oleic acid:** BP is £210 ton delivered.

**Paraffins** (In 6-drum lots, per ton) Liquid BP £114 7s 6d; light, £96 5s. Technical white oils; heavy, £101 5s; light £87 15s. Drums charged and returnable. Soft, white £110 - £131 and yellow, £79-£107 5s. All in non-returnable drums delivered.

**Penicillin:** Sterile sodium, potassium or procaine 3-1d per Mu 5,000 Mu. 1 million 2-8d per Mu.  
**Phemitone:** 25-kg lots 75s 3d kg.

**Phenazone:** 1-cwt lots 9s 6d per lb.

**Phenobarbitone:** 50-kg lots 66s per kg; sodium 76s.

**Phenolphthalein:** 250-kg lots 18s 9d kg.

**Physostigmine:** (100-g lots per kg); salicylate £686 13s 4d; sulphate £878 14s 6d.

**Prednisone:** 1-kg lots, alcohol and acetate 6s 6d per g.  
**Prednisolone:** alcohol and acetate from 7s per g.

**Phenacetin:** 1,000 kg 14s 8d kg.

**Phosphoric acid:** BP (s.g. 1.750); 10-drum lots 38-16 d per kg; 54-kg lots in bottles 6s 2d per kg.

**Piperazine:** Under 50 kg; adipate 19s 3d kg; citrate 18s 6d; hexahydrate 13s 3d; phosphate 20s 6d; tartrate 19s 6d.

**Quinine:** In 25-kg lots (per kg) sulphate 402s 7d; hydrochloride 496s 9d; bisulphite 405s 8d; dihydrochloride and alkaloid 540s 11d; hydrobromide (15 kg lots) 549s 8d.

**Saccharin:** BP powder 1 lb and over 15s 6d per lb. Sodium salt BP 14s.

**Salicylic acid:** 250-kg 7s 3d kg.

**Streptomycin:** Sterile base and sulphate over 25-kg lots 3-1 per g; non-sterile 3d per g.

**Tannic acid:** (5-cwt fluffy (250 kg) 24s 9d kg lb; powder 24s 3d.

**Zinc carbonate:** BPC 25-kg sacks 5s 2d kg.

**Zinc chloride:** BPC 1959 sticks 23s 4d per kg, granular £120 metric ton.

**Zinc peroxide:** 1-cwt lots of BP 1953, 5s 3d per lb.

**Zinc sulphate:** monohydrate £54 metric ton; heptahydrate £35.

### Crude Drugs\*

**Buchu:** Spot 24s 6d lb; shipment nominal.

**Cardamoms:** Allepo green 41s lb, cif. Prime seed 62s 6d, cif. Tanzanian for shipment, 24s, cif, net shipping weights.

**Cassia:** Lignea whole 490s cwt duty paid.

**Chillies:** Mombasa 280s cwt; 230s, cif.

**Ginger:** (cwt) Nigerian peeled nominal; split 425s; 410s, cif. Cochin 680s, cif. Sierra Leone 650s spot; 610s, cif. Jamaican no offers.

**Jalap:** No offers.

**Liquorice:** (cwt) Chinese root 95s cwt spot; 85s, cif. Anatolian block 290s, nominal; spray-dried powder 3s 9d lb delivered.

**Nutmegs:** (Per lb, cif.) Grenada 80's 6s 4d; 110's 5s 10d; assorted 5s 7d; defectives 4s 8d.

**Pepper:** Sarawak white 4s 3d lb spot; 3s 9½d, cif. Black 3s 4½d spot; 2s 11d, cif.

**Sarsaparilla:** Spot 5s 4d lb, shipment 5s 1d, cif.

**Seeds:** (Per cwt) Anise: Chinese star unselected 175s, Spanish green 255s both duty paid. Caraway: Dutch 177s 6d. Celery: Indian spot 121s new crop July-August 400s, cif. Coriander: Moroccan 95s spot; shipment 92s cif. Cumin: Chinese 160s; Iranian 165s, both duty paid. Dill: Chinese 125s duty paid; shipment 92s 6d, cif (50-kg). Fennel: Chinese 115s (50-kg); 97s 6d, cif. Fenugreek: Moroccan 74s and 62s 6d, cif. Mustard: English 50s to 90s as to quality.

**Turmeric:** (cwt) Madras finger 300s spot; shipment (April-May) 240s, cif.

### Essential and expressed Oils\*

**Lemongrass:** Spot 70s kg; 60s, cif.

**Spearmint:** American 52s lb; 34-35s, cif. Chinese spot 61s 6d per kg; shipment 60s, cif.

\*Prices obtained by importers or manufacturers ex warehouse for bulk quantities.

# Equipment

### Microwave intruder detector

The suppliers of the Safeguard microwave intruder alarm claim that within an indoor area of up to 100 sq ft their compact apparatus will detect any intruder while ignoring most other movements which may cause a false alarm.

A test meter is provided for checking the area of coverage by the installation. (Sesco [Security] Ltd, 169 Staines Road, Hounslow, Middlesex.)

### Ultrasonic level control

A new solid level control operating on ultrasound principles has been developed and marketed by Sonicaid Ltd, Bognor Regis, Sussex.

Its operational reliability is said to be unaffected by variations in temperature or moisture content and it operates accurately in conditions where dust, vibration, light and smoke are likely to prevail.

The instrument can be used for controlling the level of all types of bulk materials such as plastics, chemicals, or sugar. It costs about £45.

The system comprises a main control unit and two sensors. The high frequency signal (40KHz), which is continuously generated by the control unit, is fed to the ultrasonic waves which are beamed to the receiving sensor. As soon as the bulk material under control rises or falls to a set level the ultrasonic beam is broken, operating a switch which automatically empties or refills the holder to a pre-set level. The device can be set for high or low level control.

### Metal detector for preparations



The new Lock Metalchek 7X has been designed specially for the pharmaceutical industry where quality control requires the detection of small particles of metal, particularly stainless steel, in tablets, etc.

The Lock Metalchek 7X can detect less than 1mg of all metals, including stainless steel, ensuring the degree of quality control that most manufacturers are seeking. The exceptional sensitivity of the new instrument is achieved by using advanced electronic techniques and a special design of detector head.

The high sensitivity of the Lock Metalchek 7X is obtained without detriment to long term stability and reliability, and exceptionally easy installation and setting up procedure. (A. M. Lock & Co Ltd, 79 Union Street, Oldham, Lancs.)



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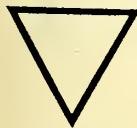
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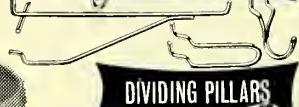


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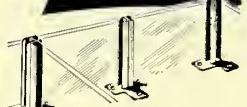
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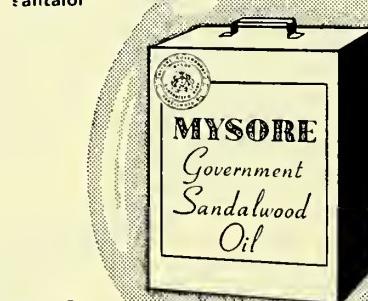
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## HOSPITAL APPOINTMENTS

**BARNET GENERAL HOSPITAL**

Wellhouse Lane, Barnet, Herts.

Senior Pharmacist required in Group Pharmacy of Category V hospital. Whitley Council salary plus London Weighting. Pleasant modern comprehensive pharmacy. Apply to Personnel Officer.

**ROYAL INFIRMARY OF EDINBURGH****Senior Pharmacist**

take charge of Quality Control laboratory. Main duties relate to Control of tablets, surgical dressings, haemodialysis fluids and sterile solutions. Modern well-equipped laboratory in Category V teaching Hospital. Excellent opportunity for gaining wide experience in hospital pharmacy. Commencing salary £1,220 on scale rising by annual increments to £1,520. Applying full details to Personnel Officer.

**GROUP PHARMACY SENIOR PHARMACIST**

quired. This is a Group post withies at Barking Hospital, Upney Lane, Barking, Essex and King George Hospital. Whitley Councilary and conditions of service. Apply to Group Secretary, King George Hospital, Eastern Avenue, Ilford, Essex.

**ROYAL INFIRMARY OF EDINBURGH****PHARMACISTS**

Basic Grade providing excellent experience in all aspects of Hospital pharmaceutical work.

Basic Grade for duties including investigation of ward pharmacy procedures.

modern well-equipped Pharmacy in Category V Teaching Hospital (350 beds). Staff are encouraged to engage in research and development. Salary according to previous professional experience within the scale £1,152 to £1,448 plus qualification allowance and additional pay for evening clinics and week-end duties. Apply Personnel Officer.

**BARNET GENERAL HOSPITAL**

Wellhouse Lane, Barnet, Herts.

**Pharmacy Technician I**

quired for modern Group Pharmacy. Whitley Council salary. Apply to Group Pharmacist.

**ROYAL INFIRMARY OF EDINBURGH****Pharmacist**

cum for Group Pharmaceutical Department. Whitley Council rates and conditions. Accommodation may be available for lady. Write Personnel Officer, giving full details and names of two referees.

**The United Birmingham Hospitals THE GENERAL HOSPITAL**  
(Category V)  
Birmingham, 4

## DEPUTY CHIEF PHARMACIST

Applications are invited for the above post which carries a salary scale of £1,383-£1,751 plus approximately £90 per annum for an extra weekly late clinic duty. A further £30 per annum teaching hospital allowance is also payable, plus an additional £25 per annum to holders of a higher qualification. Applications, naming two referees, to the Chief Pharmacist.

**HAMMERSMITH HOSPITAL AND THE ROYAL POSTGRADUATE MEDICAL SCHOOL**  
Du Cane Road, London, W.12

**PHARMACIST**

required at the above general post graduate teaching hospital (Category V). Post provides excellent and varied experience in all aspects hospital pharmacy including Quality Control and preparation of specialised products for medical research projects. Very pleasant modernised compact department. No evening clinics or duty alternate Saturdays. Salary scale £1,325 - £1,665 plus £90 London Weighting and Higher Qualification Allowance (where applicable). ACCOMMODATION AVAILABLE FOR SINGLE PERSON (FEMALE). Applications stating age, experience and naming two referees to Chief Pharmacist.

**SOUTH LIVERPOOL HOSPITAL MANAGEMENT COMMITTEE**

Sefton General Hospital, Liverpool, 15. (844 Beds.)

**DEPUTY CHIEF PHARMACIST (CATEGORY V)**

required for the Group Pharmaceutical Department based at the above Hospital.

The post affords a wide variety of interesting work including Maternity and Psychiatric Departments, Regional Cardiac and Regional Urological Units and Regional Quality Control Laboratory.

Remuneration in accordance with Whitley Council Salary Scales.

Applications stating age and qualifications (with dates) and full details of experience should be sent to the undersigned not later than Wednesday, the 25th March, 1970.

G. A. SMITH  
Secretary to the Committee

**HAMMERSMITH HOSPITAL AND THE ROYAL POSTGRADUATE MEDICAL SCHOOL**  
Du Cane Road, London, W.12

**LOCUM PHARMACIST**

required at the above post graduate teaching hospital end of March for several weeks. Salary £30 3s. per week. Applications to Chief Pharmacist (Telephone Number 10-7432030, Extension 37).

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**WORCESTERSHIRE**. High class toiletries and cosmetics. Family pharmacy, easily reconverted. Centre town. Present turnover approaching £19,000. Long lease. For quick sale s. & f. only estimated £5,000 and £4,000. (Walsall Office).

**MIDDLESEX**. Family middle/cass drug store. Present turnover estimated £7,500. Should be good scope younger management. Lock up premises on lease at low rent. Good trading site. Vendor in poor health desires quick sale. £1,500 + s.a.v. estimated £1,900. (London Office).

**DERBYSHIRE**. Drug store in main road site. Near doctors, excellent scope converted pharmacy. Present turnover approaching £10,000. Easily run, spacious premises, good agencies. Freehold £6,000 (mortgage if required). Goodwill £1,000, f. & t. £500 + s.a.v. estimated £3,500 but could be reduced. Any trial given. (Walsall Office).

**LONDON S.W.** Middle/class res. Drug Store, main road site, opposite station. Excellent scope converted pharmacy, scripts turned away daily. Present turnover £10,349 increasing. D/f 1/up premises. Lease. Very good agencies. Vendor retiring. Price £600 + s.a.v. Approx. £1,200. (London Office).

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**SURREY**. Beaut. situated unopposed pharmacy with growing increasing turnover. Last year £25,865. Good dispensing connection. High class clientele. Beautifully modern living accommodation. Vendor will grant new lease at £1,250 p.a. Price £6,500 for lease, goodwill and fixtures plus stock (about £3,500) at valuation. Retirement. Sole agents.

**BARKING (nr.)**. Well situated pharmacy with increasing turnover. Practically unopposed. Turnover this year will approximate £37,000. Gross profit 26%. Small living accommodation. Very long lease at reasonable rental. Price £5,000. Stock at valuation. Sole agents.

**GRAYS**, Essex (nr.). Well situated general retail business with good N.H.S. dispensing. Turnover this year approximately £35,000 increasing. Self-contained flat. Tenure secure. Established 1967. Price £5,000 Stock at valuation. Genuine reason for sale. Sole agents.

**SUSSEX** (Important town). Very well situated pharmacy. Turnover last year only about £21,000 should be considerably more. Fair N.H.S. Nice living accommodation. New long lease. Very valuable. Established 1953. Price £5,000 (less than the value of the lease). S.a.v. (to suit purchaser). Sole agents.

**EASTBOURNE**. Death vacancy. Very well situated pharmacy close to sea front. Attractive fixtures and fittings. Turnover last year, £21,713. Considerable potential. Rent £600 p.a. Held on lease. Price Lease, Goodwill & Fixtures £2,500 o.n.o. S.a.v. Part payment terms considered. Sole Agents.

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Please mention C & D when replying to advertisements.

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# **Pharmacist — for Pharmaceutical Research Department**

We are looking for a qualified pharmacist to join the Pharmacy Department of our successful and rapidly expanding Research Division. The Department is well equipped for the systematic development and evaluation of a wide variety of pharmaceutical formulations, on which the successful applicant will be actively engaged.

Our Research Division, pleasantly situated in Hertfordshire some 20 miles north of London, offers excellent opportunities for advancement in the pharmaceutical field. A highly attractive commencing salary is offered together with progressive fringe benefits, bonus scheme etc.

Pharmacists preferably in their 20s and with relevant post graduate industrial experience, should write in confidence, quoting reference AK.144 to A. E. Harvey, Senior Personnel Officer,



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**Good salary plus share of profits.**

4 weeks annual holiday. No late duties. Excellent working conditions.

Applications with full details for these interesting positions should be addressed to:

**T. Cockburn Kelly,  
Cockburn & Co. Ltd., 135 Kerr Street,  
GLASGOW, S.E.**

**PHARMACIST**

We wish to appoint a Senior Pharmacist to the Clinical Trials Section of our Pharmaceutical Research Department.

The successful applicant will be a qualified pharmacist in the 23-35 age group and he will preferably have had some previous experience of manufacturing in industry or hospital (although the retail pharmacist is by no means excluded). He will supervise the work of a small team making clinical trial supplies of new compounds for research within the United Kingdom and in Europe.

The Research and Development Division of the Sterling-Winthrop group supplies the flow of new product ideas to the Bayer and Winthrop product companies, two major pharmaceutical organisations which operate in the United Kingdom and Europe respectively.

An attractive salary will be paid and assistance will be provided with house removal.

All applications will be treated in the strictest confidence and should be addressed to:

**The Personnel Manager,  
Sterling-Winthrop Research and Development  
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Fawdon,  
Newcastle-upon-Tyne, NE3 3TT.**

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**EXPERIENCED** medical representative seeks position. North preferred. Please write Box 1602.

**EAST MONMOUTHSHIRE** — 20 m radius of Chepstow. Experienced locum available June 8th-20th, a July 5th onwards. Box No. 1611.

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The Trade Marks set out below were assigned on 6th January 1970 by Boots Pure Drug Company Limited of 1 Thane Road West Nottingham to Cartwrights (Rawdon) Limited of Lakeside Laboratories, Rawdon, Leeds LS19 7YA: WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.

Registered No.	Mark	Goods
No. 516579	AU.FAIT	Perfumery (including toilet articles, preparations for the teeth and hair and perfumed soap).
No. 661597	BUNTY	Perfumes, toilet preparations (not medicated), cosmetic preparations, dentifrices, depilatory preparations, toilet articles (not included in other Classes) sachets for use in waving the hair, soaps and essential oils.
No. 661598	BUNTY	All goods included in Class 5, but not including sanitary clothing.
No. 890464	BUNTY (Pants)	Baby pants made from plastic material Class 25.
No. 669636	BUTLER & TRAY	Non-Alcoholic drinks and preparations for such drinks, all containing ginger and included in Class 32.
No. 516584	CASINO	Perfumery (including toilet articles, preparations for the teeth and hair, and perfumed soap). Class 48.
No. 808303	CAPTAIN	Perfumes, toilet preparations (not medicated), cosmetic preparations, dentifrices, depilatory preparations, toilet articles (not included in other Classes), sachets for use in waving the hair, soaps and essential oils.
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No. 373823	ditto	Perfumery (including toilet articles, preparations for the teeth and hair, and perfumed soap). Class 48.
No. 516569	MAY BREEZES	Deodorants Class 5.
No. 779521	ditto	Chest and lung tablets included in Class 3.
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6 shelves £3.15.0  
6 shelves £3. 7.6  
4 shelves £3. 0.0  
4 shelves £2.17.6  
3 shelves £2. 7.6  
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SHELVIT (C&D), 30 Berkeley Street,  
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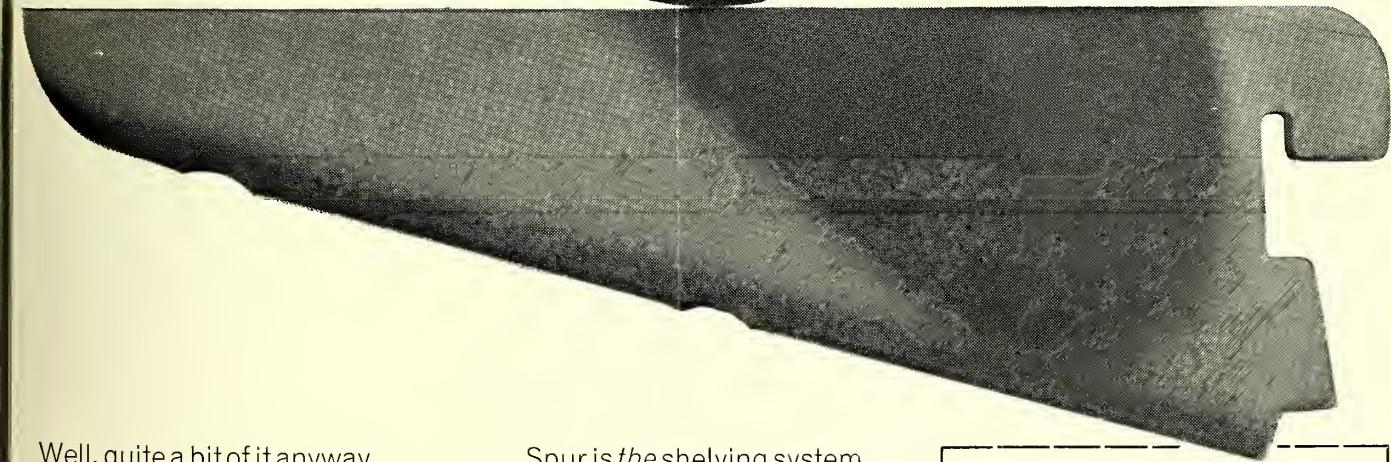
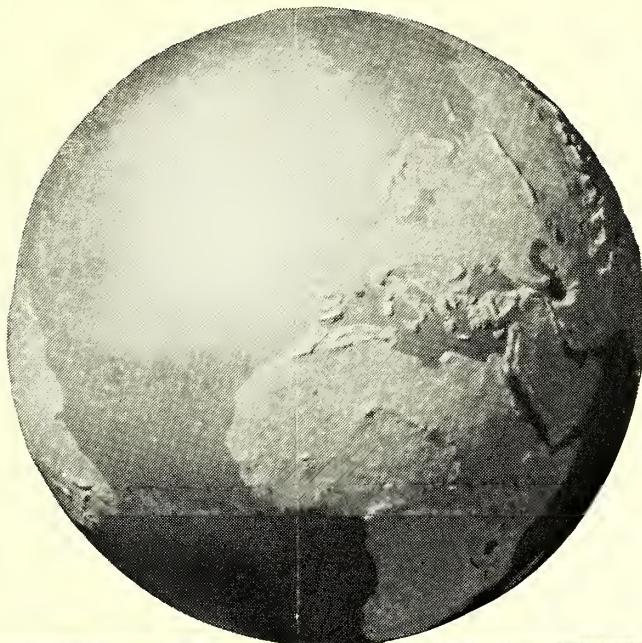
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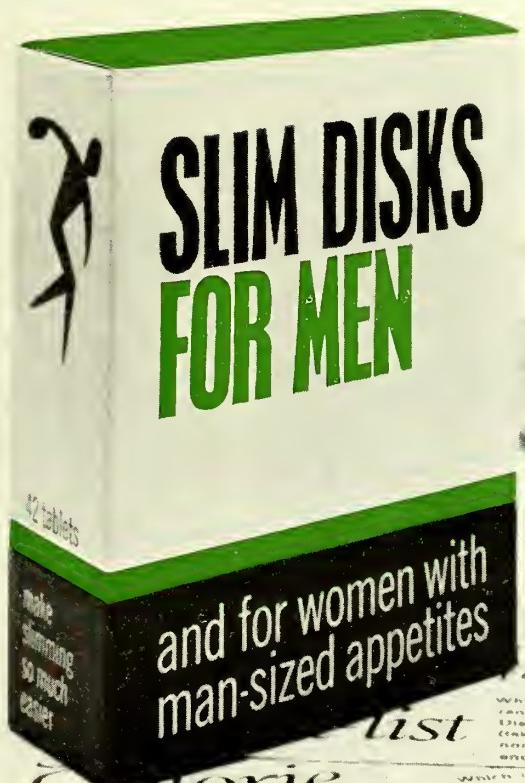
BC 189/2

# BEAUTY BUSINESS

C & D SPECIAL

For the counter assistant

March 21, 1970



## We shave waists

Slim Disks For Men has the edge in the male slimming market.

And we're keen to keep it that way.

That's why Slim Disks For Men comes with the useful Calorie Check List . . . free for your customers.

It'll carry a lot of weight

with waist-watchers.  
Flick to page 384 March 21st  
C & D for the full story.

New Slim Disks For Men

Advertiser's announcement

H. BRONNLEY &amp; COMPANY LTD. 10 Conduit Street, London, W.1

# Soap Specialities



BRONNLEY have been making fine soaps since 1883. Today their reputation stands higher than ever, and they make a wide range of soaps of all kinds. Some carry sweet flower garden scents right through to the last sliver, some are laced with skin-cherishing turtle oil — and then there are BRONNLEY soap specialities — like their Lemon soaps, Pre Make-Up and Antiseptic Soap. Just as a reminder. . . .

#### Bronnley Lemon Soap . . .

. . . comes lemon-shaped and lemon-scented. Of course! BRONNLEY have made a big name for themselves all over the world with these soaps: soaps with a zing and a zest all their own, containing oil from the finest Sicilian lemons to give them their distinctive and refreshing fragrance. BRONNLEY lemons are truly unisex soaps: for blokes like the fresh, sharp fragrance as much as the birds! There are toilet size lemons, and chubby bath size ones: lemons in punnets and in husky wooden crates: lemons threaded on soft white ropes for shower addicts—and even jumbo size lemons on ropes. Not only do these lemon soaps look exciting, but the soap is superfatted and its frothy lather, plus, of course, the unique BRONNLEY lemon fragrance add up to soap luxury-style.

#### Bronnley Pre Make-Up Soap . . .

. . . is BRONNLEY's answer to the drying effect of some make-up. It is actually designed to prepare the skin for the application of cosmetics. Some of its ingredients tells its story perfectly. Ingredients like malt . . . lanolin . . . and avocado pears. The malt ensures a rich, cleansing lather, lanolin adds the nourishment all skins need, and avocado pears provide the skin-softening qualities. The result—a clean supple skin ready to receive make-up at once. The lovely sculpted white tablet has only the slightest hint of fragrance, all to the good for women allergic to highly scented soaps.

#### Bronnley Antiseptic Soap . . .

. . . is one that is specially orientated to a medical background. It is a completely new concept and has been specially prepared for infective conditions of the skin.

Developed in consultation with a leading British dermatologist, BRONNLEY's Antiseptic Soap is designed to be used not only by the patient, but also by other members of the household, to help prevent re-infection. In fact it's suitable for use in any septic condition where soap is permitted.

Although, as its name suggests BRONNLEY's Antiseptic Soap is medicated and contains hexachlorophene, it does not have an overpowering 'disinfectant-type' smell. In fact it has a light and pleasant perfume compounded of pure essential oils, known and proven for their freedom from allergies even on the most sensitive skins.

Antiseptic Soap is superfatted to BRONNLEY's own special formula developed from years of experience.

# BEAUTY BUSINESS

Editorial Consultant: Elizabeth Anderson

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## Forecast.. fashion and beauty

Mala Rubinstein



Miss Mala Rubinstein — niece of the legendary Helena Rubinstein, and now Senior Vice-President of this world-wide company—made her first official visit to Britain earlier this month. She is dark-haired and handsome: chic and sleekly groomed: she is also poised and purposeful.

Her particular *penchant* is for the creative aspects of the huge cosmetic empire that her aunt founded, but her finger is on the pulse of every activity of the House. Although she is a native of Poland, Mala Rubinstein is at home in almost every corner of the globe, and her business interests demand almost constant travel all over Europe, Latin America and Canada and, of course, she criss-crosses the United States of America regularly, talking with thousands of beauty-conscious women.

One of the nicest things about this outstanding personality is her belief that, however demanding the pressures of business or how tempting the fruits of success, she feels it imperative to pause, *de temps en temps*, in the pursuit of "gain" to devote her personal efforts to "give." She has helped to develop grooming and beauty programmes for women in hospital . . . to work with the blind on practical make-up techniques . . . to create special camouflage make-up for disfigured servicemen awaiting completion of plastic surgery.

Mala Rubinstein is married to Victor Silson the industrial designer—and their headquarters are in New York in a gracious home overlooking Central Park.

## The look of colour verité

According to Elizabeth Arden, her look of Colour Verité heralds a new face seemingly innocent of make-up, and looking refreshingly alive and naturally beautiful. It is a look that seeks to bring out the real radiance of every woman, rather than masking her best features with a heavy hand.

To help achieve this look Arden has introduced a whole new collection of beauty makers for colour clear Spring and Summer beauty. The collection includes a translucent gel to give the skin the instant glow of a summer tan — Colour Clear Bronzing Gel: plus two blushing gels — Rose Glo and Peach Glo. Arden's nail colour for now is Platinum Pearly which lends a soft, shimmering pearly glow to the fingertips.

## Announcing the Gainsborough look

Innoxa see a kind of elegance sweeping in with Spring 1970. An elegance that is dignified and gracious, epitomised by the very feminine prettiness of a Gainsborough portrait. They foresee a return of portrait necklines, layers of lace and ruffles, and to match these fashions they have designed a make-up that draws on the creamy magnolia and pastel pinks that feature so delicately in a Gainsborough picture. Matalan at Innoxa have designed this enchanting hairstyle — and christened it the Gainsborough Look.



For 1970

1970 looks like seeing a great change in the fur industry. Furs being seen around London in the current collections are fox and the new flat Persian lamb and

kid. And gone are the days when a cardigan meant the old English idea of twinset and pearls. Many designers have gone overboard for cardigans, and they come in all lengths.

Clive, one of London's brightest young couturiers shows this long length cardigan in a creamy beige fox, worn over a crocodile printed gaberdine dress. And there will be lots of clothes combining leather or cloth with fur, which will add a new dimension to an age-old industry.



Hair for the 1970 s

L'Oreal predict that this is the year of the blonde, and their long range forecast is for curls and more curls. Masses of bouncing little-girl curls often tumbling from a centre parting is the key to this new look.

## Colourwise

COTY says . . . soft pinks and gentle violets, delicate peaches and richest of creams all spell "Spring 1970" according to the fashion pundits. And these are the colours that Coty have echoed in their new Spring lipstick quartet.

YARDLEY says . . . 1970 will be more colourful, and so have created new eye creams for Spring in the Yardley Pretty Goods range. Three new translucent pearly creams called Pearly Shiners have been produced in titillating shades of Navy Blue, Deep Aqua and Smoky Grey.

More colourful eyes call for more colourful lashes. Greatest demand, say Yardley, is for a top quality, smooth navy blue mascara. Navy Blue Mascarade is the answer. More dramatic than brown, not as harsh as black.

GALA says . . . there'll be an explosion of colour with Vibrants — their new nail colours — created for the look of the moment. Nails come alive in vibrating, pulsating colours. The Vibrant Pearls come in gem size bottles Vibrant Pearls come in Raspberry Shake, Iced Candy, Peach Zing and Red Fling, and the Vibrant Plains in Spiced Peach and Plain Pink.

WOLTZ ITALIANA says . . . girls this year are going to look "peachy" right to their fingertips. The vast range of long-lasting Woltz Italiana nail enamels offer, among the host of Italiana colours, some glorious peach tones, beautifully becoming both by day or evening light.

# ART OF PERFUME

Fragrant wood smoke carried messages between man and his gods. The god was anointed with perfumed oils and fragrant herbs were burnt for his delight.

When heavily scented oils made from powdered bark and petals were used for personal adornment their lavishness was a sign of wealth and position.

It was not until the decline of the Roman Empire that it was discovered how to distil scented oils from blossom. Roses were the first flowers from which the oils were extracted to make rosewater. Today roses are cultivated purely for the perfume industry. They must be gathered early, before the heat of the day has evaporated the morning dew and drawn off their scent.

Grasse, on the hills behind the Cote d'Azur in the South of France is a centre for the cultivation of roses, jasmine and orange blossom. All quality perfumes contain a percentage of these flower oils which give smoothness and body to the blend.

Orange blossom is plucked from the stems and let fall onto cloths spread beneath the trees. The pickers work with great patience through the hot days of May when the crop is harvested. For them it is traditional work.

The piles of blossom beneath each tree are turned over so that the leaves and twigs can be removed. Perfume can also be obtained from these and from the skin of the fruit but the finest is from the flowers. Orange blossom is collected when the rose de mai is also being gathered.

## Precious yield

From these vast numbers of blooms only a kilo or so of the perfumed oil will be obtained, for it takes one ton of petals to produce three pounds of oil.

The delicate fragrance of the tuberose, which is in fact a lily, demands an even more painstaking process if it is to be fully preserved.

The buds of this flower are picked from the main stem before the blossom is fully developed and the cropping continues for some time.

The method of extraction, called enfleurage, is very ancient now, because of its laborious nature, is little used. Lard is spread on glass plates with long spatulas highly prized for their supple temper. Both sides of the plates are covered and the blossoms are scattered on them so that when the trays are stacked the lard on both sides can absorb the fragrance from the flowers. These are changed every few days until after weeks the lard is saturated with perfume which is then extracted with alcohol.

The amount of labour in the enflleurage method limits it to only the most expensive perfumes.

The extraction of lavender, traditionally carried out in simple stills in the moun-

tains, is by distillation, the oils being dissolved out by steam, a method that does not affect the robust perfume of this aromatic plant.

Lavender has been collected in the Provence district of France for hundreds of years and, as the flowers, leaves and stalks can all be used it is cut like grass. It is one of the few products that can be grown in the limestone hills.

Farmers bring their crops in to be processed in a still beside the road; a development of the simple, crude stills that used to be dotted about the hills.

The spent stalks when lifted from the still become the fuel for the fires beneath the coppers. In fact, the word "perfume" comes from the Latin *per fumum* which means "through smoke."

## Classic foundation

The tiny jasmine provides the basic for practically all first class perfumes. It is grown in many countries, but that from Grasse has a quite distinct quality.

The labour required to pick any quantity of these flowers is immense and it too must be done before the heat of the day. The dawn has barely broken when families commence work. The pink buds are tomorrow's crop, for the picking will continue over several weeks.

It is not only from large fields that the flowers come to the factory. Many small-holders contribute one or two baskets each day.

Every source is needed to collect enough to make the small daily quantity of absolute that comes from millions of flowers — only one pound from a million blossoms.

Packed into extractors on a series of perforated trays a solvent is poured over the flowers until all the essential oil has been removed. This is then separated from the solvent and refined to give the absolute flower oil, as near to nature as possible, its quality ensuring that it is for the finest perfumes.

Musk from the musk deer of Tibet, ambergris from whales of the southern oceans, civet from Abyssinia: these are fixatives used to fix or retain the perfume of the delicate flower oils.

Until a hundred years ago these natural oils were almost the only ingredients available for perfume manufacture, but the variety of materials from coal tar or petroleum derivatives has given a new perspective to the industry by providing thousands of new materials that are not substitutes but are distinctive and individual contributions. These synthetics have greatly widened the scope of the perfumers whose imagination and skill have created the art of perfumery.

As a perfumer builds up a formula, his assistant, at the perfume organ, selecting from the variety of high, middle and low notes in the scent range, will be constantly

making up small quantities from the four thousand or more ingredients which he has to hand. In this way the perfumer is able to check his progress, as a painter might stand back and regard his work.

They often do see their work in such terms. A leading Parisian perfumer says that he constantly thinks in terms of colours and rhythms. He gains inspiration from the works of art which adorn his office finding subtleties of line and composition and colour that influence his ideas. He plans his creations as an artist plans a painting.

Another, perhaps, may think in terms of music and construct a new scent in the way a composer constructs the complexities of an orchestral composition. Another may be inspired by the idea of the source of the ingredients: oakmoss from Europe and patchouli from Sumatra; bergamot from Calabria and cinnamon from Burma; and sandalwood and cedarwood and attar of roses are names that come from the earliest recorded times.

When a perfume has been evolved it is made in small quantities and is tested by an evaluation board.

## Passing the test

It is only a number to them, but it is compared, discussed and finally, passing the test, is submitted with others to executives of the industry.

Only when a perfume is chosen for presentation to the public is it made in quantity, and quantity in the French perfume industry is still very small, for this is a precious substance. It will be treated as the rarity it is — the result of much labour and industry — much care and a lot of creative thought.

A precious creation needs a beautiful package. Packaging in the perfume industry is traditional. Lovely containers have been the subject of artistry for thousands of years.

Since this century has come the art of elaborate and imaginative labels. Rarely has the artist had more freedom than in this expressive industry.

One of the culminations of the coming together of talent was when François Coty commissioned Lalique, the great French artist in glass, to make a series of superb containers for his fine perfumes.

**This article is based on the film 'The Art of Perfumery.'**

**Length:** 23 minutes, 6mm, colour

**Distribution:** On loan, free of charge from: Sound Services Film Library, Kingston Road, Merton Park, London SW 19

**Produced by:** Michael Forlong Productions, in association with the Film Producers Guild

**Sponsor:** Coty (England) Ltd, Great West Road, Brentford, Middlesex

# SCENT

Today the perfumers in the great houses still create fragrant products using those skills and arts which were evolved in the past. Now women can use perfume presented in many different ways, with sprays, refreshing colognes, creamy skin perfume, talc, soap and body lotions.

Today's sophisticated woman wears a perfume as an expression of her personality. The variety is exciting and endless.



*Top: The town of Grasse in the Alpes Maritimes (photograph by courtesy of the French Government Tourist Office)*

*Above left: Gathering jasmine*

*Above: Jasmine flowers*

*Centre left: Gathering violets*

*Left: Rose de mai*

# “It tickles”



PHILIPS

# It tickles us to tell you that our commercial helped sell 20,000 Ladyshaves in 21 days.

## So we're running it again. Naturally.

We first ran our Ladyshave commercial on London and Southern TV in November and December last year.

The results were staggering: 20,000 pieces sold in the 21 December shopping days before Christmas! And a 33% share of the total market in only 3 months!

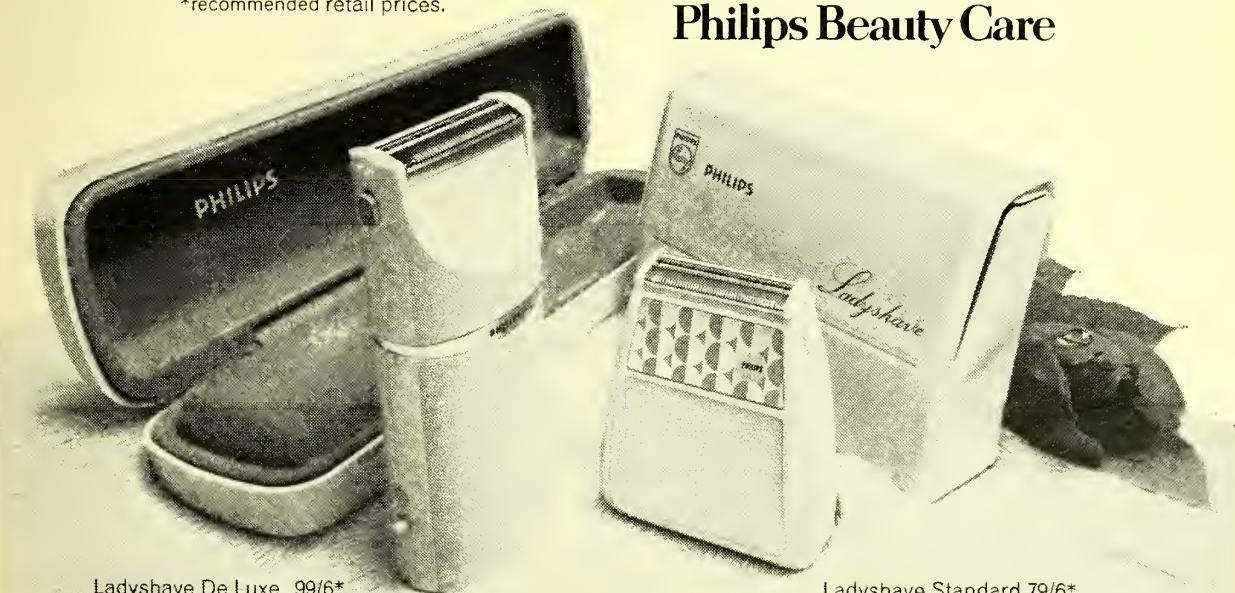
So we're showing the Ladyshave commercial again. For 5 weeks starting April 6th. This time it will be seen on all ITV networks and it will be backed by extensive Press advertising.

And now there are two Ladyshave models for your customers to choose from.

So order plenty. You're onto a sure winner.

\*recommended retail prices.

**Philips Beauty Care**



Ladyshave De Luxe 99/6\*

Ladyshave Standard 79/6\*



## TOTAL BEAUTY PROMOTION

On page 27 of this issue of Beauty Business appears an advertisement for Spray-away.

TOTAL BEAUTY would like to point out that additional advertising support will appear in the National Press in the following publications.

WOMAN . HONEY . 19 . SHE  
PETTICOAT . FLAIR . SUNDAY  
TIMES · SUNDAY EXPRESS

*In  
Love*

### in June in Honey

and in Nova. Flair. Scottish Field. Womans Journal. Beginning June all these periodicals will regularly carry advertisements for Norman Hartnell's 'In Love'.

From the first mad rush of Midsummer till the last crush of Christmas a publicity affair that will be going strong.

Perfume. Dusting Powder. Talcum Powder. Hand and Body Lotion. Toilet Soap. Each one of these toiletries will be temptingly offered.

And for point of sale persuasion a series of summery showcards, in the same style as last season's successes, are being produced. Tell our representative how many you would like next time he calls.

Make sure you're ready when she comes looking for 'In Love'.



Norman Hartnell 'In Love' distributed by J. Grossmith & Son Limited, 54 Neasden Lane, Willesden, London N.W.10 Tel: 01-459 0113

# The first full page advertisement will appear in 'Woman' on March 28.



We'll be telling 7 $\frac{3}{4}$  million women that many famous stars take Yestamin for health and vitality in their demanding lives. We'll be explaining that Yestamin contains all members of the vitamin 'B' family plus

15 nourishing minerals and 16 amino acids. And we'll be making sure they become your regular customers by inviting them to write to Miss Great Britain for free copies of the Yestamin Plan for health and vitality.

# So you'd better be ready with Yestamin.

TRENT LABORATORIES, Trent House, Wellington Road, Burton-on-Trent, Staffs. Telephone Burton-on-Trent 3781  
A division of Trent Yeast Extract Co. Ltd.

# Subject: slimming



Although slimming is an all year round "occupation" there are peaks . . . one comes with the spring . . . and another in mid-summer. Bone up on the whole subject of slimming so that you can advise your customers when they bring their problems to you.

## Affluence and Obesity

The society in which we live is an affluent one,

and although this has the advantages of a high standard of living, it also creates problems. One very tangible example is that of obesity—for more than 50 per cent of the population in this country is overweight. This means that half your customers are potential slimmers, and many of them will be in need of your advice when it comes to buying slim-foods. So it's worth having some background knowledge on the subject at your fingertips.

Although there is still little known about the complexities of this problem, we do now know that fat can be a killer, and because of this, obesity has swung into focus and is now studied in depth.

## Putting on the pounds

To date, research has proved that in most cases we become fat purely and simply because we eat too much. The food we take in must be used up by the energy we expend if our weight is to remain constant. But as soon as we take in more calories than we are using up, the surplus is stored in the form of fat. This is the body's way of insuring against times of hardship or famine, but in an affluent society, of course, these stores of fat are not needed.

However, this does not necessarily mean that if you are overweight, you eat more than your neighbour. You may eat a lot less, but you obviously have a different metabolism. Some people burn up energy very quickly. Consequently, they can take in a lot more food without putting on any weight.

Others have a slow metabolic rate, and therefore have to cut down on food. (Human bodies are rather like cars—they each need a different amount of fuel to stoke up for the same mileage!)

By careful eating, therefore, you can do a great deal to control your weight pattern. But even so, it's not as easy as it seems. The way surplus fat rushes straight to individual trouble spots in some people, or builds up all-over plump layers of fat in others, looks almost as if each part of the body has its own set of regulating clocks, some working better than others

on certain body types, and on other types, all working at an equally sluggish or frantic rate.

The latter group are, of course, those bampoles who eat like horses and never put on an ounce. But if you are not one of those lucky people, you must just come to terms with the fact and eat less. For excess weight could definitely mean trouble.

### The case against excess curves

To be overweight constitutes a definite health hazard, as statistics have proved beyond doubt. The more overweight the individual, the more prone she will be to illness and disease and the more likely to die early. Most doctors consider excess weight—as little as 10 lbs—to be positively harmful.

Thrombosis is a well-known modern health hazard, but there are many other conditions that are aggravated by excess weight: high blood pressure, diabetes, arthritis, difficulties and complications during pregnancy and surgical operations, as well as minor ills like varicose veins, backache, flat feet and damage to ligaments and joints, all of which can make you feel, and look, several degrees under.

The extra fat, with the increased strain it imposes on the heart and all the other organs of the body, is often the true culprit behind many illnesses, though few death certificates would list "excess weight" as the actual cause of death. Carrying round that extra load is making the whole body do extra work.

### Shedding the load

Controlled eating is the only way we know at present to produce long-term results in losing weight. Exercise in itself will not effect much weight loss, but it will help to keep the body's clocks ticking firmly and regularly; it will increase suppleness and a general feeling of well-being, and when combined with a diet, will help with spot-reducing by firming and toning flabby muscles and will often reduce inches and shape up the figure.

### Wise eating

No one need feel embarrassed at saying they're on a diet any more. In fact, almost the reverse is true these days. Depending on your temperament, there are all sorts of diets to choose from: crash diets, high protein/low carbohydrate diets, and novelty diets, all with individual appeal. In many cases, they will work because they appeal to you and help you overcome your greatest single obstacle — will-power.

Crash and novelty diets can lack variety and often fail either because of boredom or because they are so rigid that you need an iron will-power to stick to them. At best they are only a stop-gap and should not be followed for more than a week as they may not provide the vitamins and minerals necessary for a nutritionally balanced diet.

High protein/low carbohydrate diets are usually very expensive, and calorie-counting diets take a lot of time and thought

in preparation and calculation. It was to beat the chore of counting calories that the convenience slimfoods were developed. Because of the ease with which they can be eaten, and their calorie value already assessed, many women find them invaluable in their efforts to lose weight.

The early slimfoods were none-too appetising, and were not helped off the shelves by their dry, clinical packaging. Now, however, a good deal of time and talent, backed by massive spending, has been put into developing foods and flavours that are delicious in their own right.

Sophisticated packaging now tempts the customer with a product that very often looks and tastes far more delicious than its calorie-loaded counterpart. Fortified with a flavourless substance called methyl cellulose that swells up and provides bulk without fattening calories, these foods satisfy the appetite and at the same time supply the body with the correct balance of vitamins and minerals it needs to keep it healthy.

The range of these slimfoods is increasing daily. Bisks have just introduced four new flavours to their very extensive range of meal-replacement biscuits. There's tasty Chicken Flake, in handy single or economy four meal packs; Crispbread Sandwich with either Ham or Chicken filling; and for those with a sweet tooth, mouth-watering Vienna Wafers — chocolate covered wafer biscuits with two layers of delicious cream filling.

Prices of meal replacement biscuits compare very favourably with ordinary meals and are, of course, much more economical than a high protein diet.

A Bisks Crispbread Sandwich, for example, costs only 1s 6d for the single meal pack — a price that is difficult to beat for economy anywhere. Lack of will-power — one of the largest single difficulties facing the dieter — is being tackled by group therapy. The Bisks Slimmers Club — open to anyone who fills in a coupon from any packet of Bisks — is completely free and entitles its members to a club kit containing lots of useful information on slimming, and a collection of morale-boosters, as well as regular newsletters to keep up their interest and re-fire their enthusiasm.

In addition to postal support, the Club encourages members to get together and help one another. Slimming expert Elizabeth Dennis SRN, the Bisks lecturer, tours the country talking to groups of members and showing them a fascinating colour film on the many aspects of weight control.

So all in all, there's a better chance than ever before of keeping a slim, youthful figure well into old age — and of leading a longer and more active life as a result.

### A Mint Ayd to slimming

Mint julep, mint sauce, mint tea, mint "pillows" for insomnia, mint as one of today's fashion colours . . . ever since Roman times, in fact, mint has been a household word with the best possible associations. Now there are mint-flavoured Ayds for women who don't have a sweet tooth.

### Slimming sweetly

Three new slimming products—two under the Trimetts label and one under the Limmits label—were launched last month by Uniclife Ltd.

In the Trimetts range are new chocolate wafer finger biscuits—a one-meal pack of seven biscuits—with a recommended retail price of 2s 1d and cheese and ham savouries, a three-meal packet of savoury filled biscuits with recommended retail price of 5s.

Limits are introducing custard creams—one of the most popular varieties of ordinary biscuit—as a slimming product. These come in a one meal pack of four retailing at 1s 9d.

Anne Taylor of Uniclife will always send helpful literature to anyone wanting personal advice on diet problems.

Her address is: Mrs Anne Taylor, Uniclife Ltd, Sandwich, Kent.

### This time it's for men

Not only women worry about their weight. There are plenty of tubby hubbies, too — something like 13,000,000 overweight, say Trentham Laboratories who have produced the first slimming product—Slim Disks For Men—aimed at the male market. The product has a quick-acting compound cellulose formulation specifically designed to fill that large space in the male stomach.

Increasing awareness of the dangers of obesity has made the men's market one of rapid growth and, from all the signs it appears that the man, once he starts to slim, will persevere. Which means he may well become your best slimming customer, even though his wife is likely to be the one purchasing the product.

In fact, Trentham are so sure of this last point, they have placed a very large proportion of their advertising budget in women's weekly magazines. Using the slogan "This Time Its For Men".

The standard pack of 42 costs 8s 6d.

### It's a new world to be slim

"I did like you before, love. But you're much better now!" That is the verdict of Mrs Eileen Pitchley's husband. And when "now" means a weight loss of over 4½ stone, one can well understand his feelings.

At the beginning of last year Mrs Pitchley weighed fifteen stone. For a woman in her early twenties, 5ft 6ins tall, this is considerably overweight. Mrs Pitchley both looked and felt a great deal older than her age. But with four lively sons (including three year-old twins) and two other children to look after there never seemed time to consider the problem seriously.

Then, one day, a chance remark set Mrs Pitchley thinking. "Fancy having another baby—so soon after the twins, too," said a visiting friend. She was covered in confusion when she realised her mistake, but she sparked off a resolution. Mrs Pitchley determined then and there to lose five stone.

"I started right away on a strict diet, but after a fortnight it was just too hard to stick to on my own. Then I bought a packet of Ayds. Twenty-seven-and-six

# Subject: slimming

seemed a lot to spend even for a month's supply, but having done so, I couldn't drop the diet. My husband bought me the next box—and the next. I found that just three or four Ayds cubes a day really did cut down on my appetite and I soon learned just not to need so much food. I have a terribly sweet tooth—but caramel-flavoured Ayds taste very like fudge, so soon I didn't even want the sweets.

"By the 9th week I was down to 13 stone, and all my clothes just hung on me. More expense—but once again my husband stepped in and gave me several new dresses as a sort of incentive.

"Buying new clothes was really exciting because it was the first time I had been able to. Outsize dresses are terribly expensive and I used to have to make all my own clothes.

"Another thing—I began to feel so different in myself. With six children to look after all day I used to get so impatient. Even going upstairs was an undertaking. I had varicose veins, and the least effort seemed to exhaust me. Now I love being with the children; I do an evening job and on Wednesday evening there's the Club as well".

The Club in question is described by seven-year-old Andrew as "Mummy's Fatties' Club"! Inspired by her determination and by the problems of slimming on ones' own, Mrs Pitchley has gathered



together a group of eight "young mums". All of them have an overweight problem. And they all face the same difficulties of a home which revolves round a hungry husband and several young children who need regular, and often fattening meals.

"Before I started to slim," recalls Mrs Pitchley, "I used to nibble what was left on the children's plates. Sausages, scones, anything left over. 'Dustbin' used to put it away!"

"But now I eat before the children have their meals and I really don't mind watching them at all."

The slimming club meets regularly once a week in Mrs Pitchley's house. Mrs Pitchley is a member of the Society of Serious Slimmers, which is run by Ayds to help people all over the country who are trying to slim. There is a regular news letter, special offers, diet sheets, exercises and lots of free expert advice available. SOSS also issues special weight charts, and on arrival at the club each of Mrs Pitchley's friends weighs and measures herself and notes down the details.

## The jackpot

If she has gained a pound there is a shilling fine, if her weight is the same she pops 6d in the "bank". At the end of three months the member with the biggest weight loss gets the jackpot.

Diet is, of course, the prime element in any slimming programme. Mrs Pitchley follows hers religiously. She has cut her calorie intake to 1,000 per day and to make sure that she doesn't overstep the limit she keeps a strict record of every meal.

"Every evening my husband looks at my notebook and checks that I haven't been cheating", says Mrs Pitchley. "If I have, he fines me 5s. But when I get down to 10 stone he's promised me a £20 bonus—that's worth working for! I exercise for ten minutes every day—that's important, I think. I try to do it while the kids are having their breakfast so as not to waste time. Ideally I'd like to get down to 9 stone. Slimming really has become a hobby now, so it honestly isn't a problem. And even if it was, the results make it all worth while."

"It's not only health. It's looks too. I always envied people with short hair, but with my fat round face I'd have looked like Friar Tuck!"

"The best moment of all was one day last summer. I used only to dare go out if I was wearing a big loose coat. When I left it off for the first time, I could see people looking and wondering if it was me. I walked about with my head in the clouds that day!"

"It's a new world being slim—and it's really marvellous, you know!"

*Left Eileen Pitchley weighing in at 15 stone*

*Right The new look Eileen Pitchley with a Mia Farrow hair cut*



# Sweetex. Smarter than calories.



Dear, sweet, lovely Madam.  
If you want to stay  
slenderly slim, the thing to do  
is—drop one, tiny, white,  
sensible Sweetex into your tea  
or coffee.

Instead of a teaspoonful  
of sugar.

It saves you 27 calories  
every time. Off, possibly, your  
lovely waist.

It tastes sweet and that's all.  
Which is all you want,  
if you're smart.

And which is probably why  
Sweetex is the most trusted of  
all sweeteners.

The 200 tube of Sweetex costs  
you just 2/-. But it saves you,  
altogether, 5,400 calories in your  
calorie-controlled diet.

Put another way, it saves you  
walking 108 miles. Which is what  
it takes to get rid of 5,400  
calories.

It's easier to stay slim  
than to get slim. And it's smarter.

**SWEETEX**

Shirt and trousers by Ossie Clark.  
Weight watching by Sweetex.

# superb products, new you must

The range of Wella hair beauty products has already succeeded in gaining significant market shares. This year all products will be heavily supported on T.V., in the cinema and in dominating spaces in women's magazines and the national press.

Wella For Men is now establishing itself as a fast moving line.

There are more exciting developments in store.

Make sure that you profit from these powerful campaigns. Remember, Wella products and advertising help you to trade up. And trading up means profits up.

## wella



means kindness  
for hair-  
profits for you



# massive ad campaigns... in with Wella



# So, what's new about ODORONO?

**New ODORONO**  
**Dri-Mist 'time-release'**  
**anti-perspirant aerosol**  
beats perspiration peaks  
when they occur

**New perfumes, New packs**  
To brighten up the popular  
sticks and roll ons

**New deodorant ingredient**  
Laboratory tested and proved  
more effective than  
conventional products

**Bigger advertising**  
National women's magazines  
and strong regional television



## **Better Consumer promotions**

Starting with nearly three  
million 1/- off press coupons  
redeemable against  
Dri-Mist aerosol

**Big launch deals**  
Your Chesebrough-Pond's  
representative has details.  
Hurry up and order now!

## **Free sample**

Fill in the coupon below and  
post it off. Better still, just  
hand it to your  
Chesebrough-Pond's  
representative. We'll give you  
a free 'time-release' aerosol.

**FREE! Odorono Dri-Mist 'time-release' aerosol worth 7/11**

To : 'Odorono Sample', Chesebrough-Pond's Ltd.,  
Victoria Road, London, N.W.10

Thanks for your offer of an Odorono 'time-release' sample. I'll take you  
up on it.

Name ..... (BLOCK LETTERS PLEASE)

Address .....

# INSTANT BEAUTY

Most women pack so much into their everyday lives that the one thing they're always short of is — *time*. Here are just a few of the products on your counters designed to do their work not only efficiently but quickly.

REVLON's chairman, Charles Revson, said when he launched their latest range of face care products — the Moon Drops Demi Face Care collection — that with this range for instant beauty, like instant coffee, you just need to add water — and hey presto!

Nearly all the items in the range come in handy roll-on sticks. For instance, to wash your face you just slush water all over it and then roll-on the Demi Toning Facewash. Then, if your skin is oily you roll-on the Demi Oil Blotter to prepare your skin for make up or, if it is dry or normal, you use a Moisture Primer to roll-on loads of moisture and re-texture the skin. Even the most slothful will have time to care for their skin with this speedy collection — key word instant!

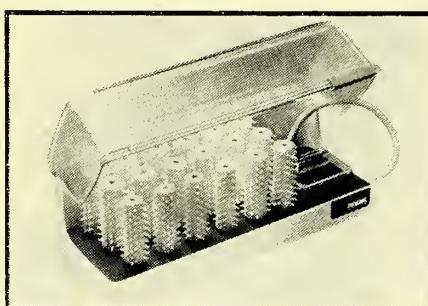
QUICKIES must earn a place in any feature with an emphasis on beauty aids that work quickly. There are Quickies Cleansing Pads, primarily for use in removing make-up, but also mighty useful in a dozen other ways: like slicking away mud splashes from the backs of legs in slushy weather (they clean the stockings and the legs inside!), removing traces of colour from the hairline after using a hair colourant. Useful, too, for a quick clean-up while travelling. Then there are Quickies Sun Tan Oil and Sun Tan Lotion pads for a lightning quick and unmessy way of applying protection against the sun: and Quickies Eye Make-Up Remover Pads, and their very-easy-to-use Nail Varnish Remover Pads.

PHILIPS have recently brought out a neat hair curler set which should sell for under £10. The set is in an attractive buff coloured case which also has a space for storing clips and flex. It has an orange base and is fitted with a smoky brown transparent lid. There are 18 rollers—8 large, 6 medium and 4 small—ample to set up any kind of hair style. The rollers warm up ready for use in about 10 minutes, and a thermostatic control guards against overheating. Setting your hair at home is not exactly *instant* beauty—but it's a lot quicker than a visit to a salon if you're pushed for time!

SPRAY AWAY is the quick and easy way of coping with unwanted hair on the legs, under arms and the upper lip. It is a depilatory in an elegant black, gold-topped aerosol. It is just sprayed on, left for four minutes and sponged off, taking with it all superfluous hair. Spray Away has its own built-in emollient to ensure the skin



*Revlon's handy roll-on stick of Demi-Oil Blotter*



*Philips neat haircurler set*



*Elida's spray-on gloss—Shine*

is left feeling silky soft and cool. SHINE by Elida gives an instant gloss for the hair. Dull hair is a common beauty problem. It can be caused by maltreatment, but more often the reason is simply the dirt and dust of modern cities, the drying effect of central heating or even the use of too much hair spray or too frequent shampooing. Basically, there are three types of product which your customer can use to counteract this condition:

- After-shampoo conditioners for use on wet hair
- Hair dressings which are smoothed over dry hair
- Spray glosses

These products can all be effective in combating lack-lustre hair, but spray glosses do have a number of advantages — the most important being that your customer can see the results of her application instantly.

Another important factor — spray glosses are used to their best effect on top of an ordinary hair spray. There are plenty of women who don't feel their hair-do is complete until they have finished it off with an application of hair spray. Some of these products can dull the hair, but a spray-on gloss used after the hair spray has dried will give a beautiful shine without affecting the holding-power of the spray.

A gloss such as Shine can be used just as successfully on wigs and hair pieces. It will brush out easily and keep the piece in excellent condition. For really dry hair, spray glosses can also be applied straight after shampooing — and then again, if necessary, after the set is brushed out.

If used correctly, spray glosses are really foolproof. But there is always the customer who won't read the instructions! To some women, an aerosol pack immediately means "hairspray." She can't understand why her spray gloss doesn't hold her hair in the way she expects. But this is not the purpose of a spray-on gloss and it is well worth making the point if there is any sign of confusion.

Spray glosses should be used sparingly. Applied correctly, glosses will brush out and can be used as often as required.

To sum up — spray-on glosses could well be the beauty news for the "70's": they promise shiny hair instantly, simply and effectively.

# P.V.C. BOTTLES

for Cosmetics & Toiletries



Wide range of stock containers for immediate dispatch  
Prompt delivery of moulds for customers own designs  
Foil embossing and silk screening service

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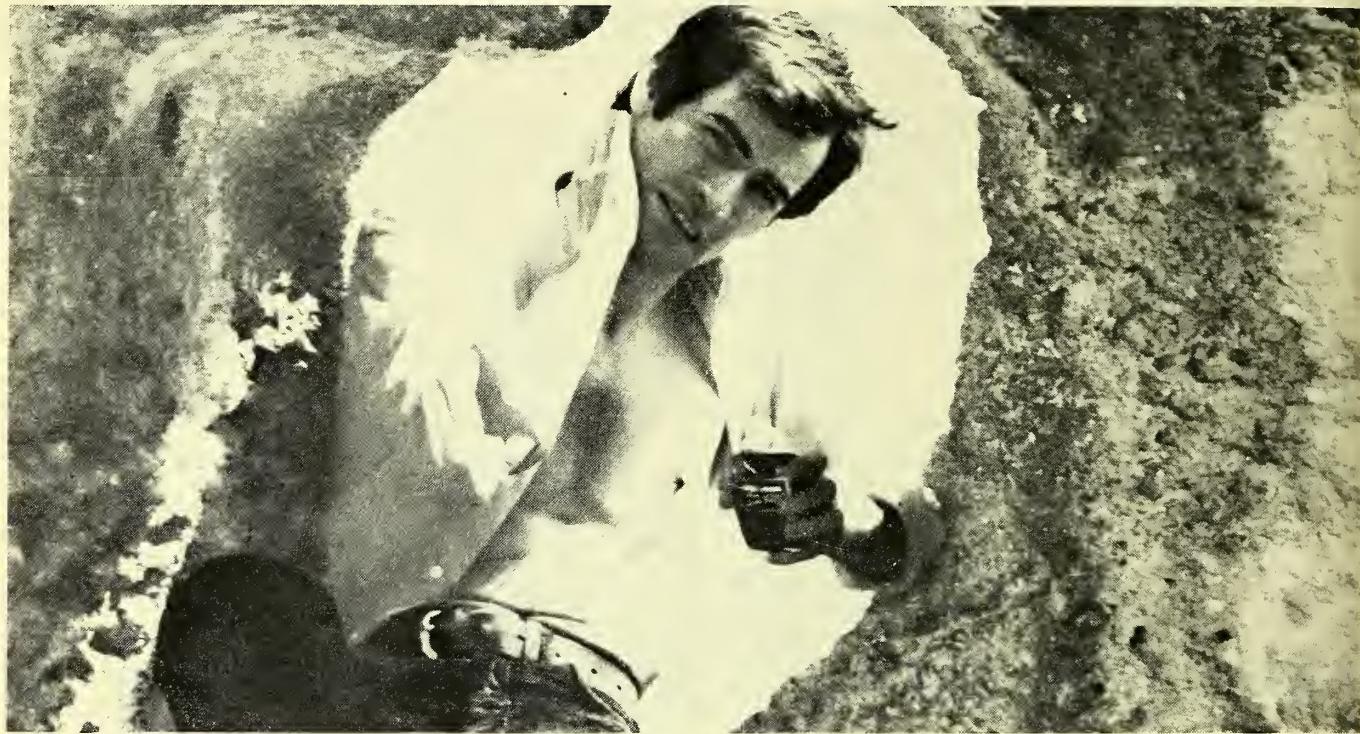
Blowmould Bletchley

# Spring cleaning

*Skins need extra cherishing to enable them to face up . . . beautifully . . . to spring weather. Face packs or masks help a lot. Here is a guide to help you sell the right kind of mask for each skin type . . . every skin problem. It doesn't, of course, claim to list all the many excellent packs available today—but it's a start*

PROBLEM	PRODUCT	MAKER	PRICE
<i>Dry, sensitive skin</i>	MASQUE ROSE contains orchid pollen. Softens, soothes, gives refreshing deep cleanse to pores. Stays soft and creamy on skin. Apply to face and neck for 15-20 mins. Wash off with warm water	ORLANE	30s
	MOON DROPS FACIAL MASK: a mild treatment—can be used as a quick five minute fresh-up, or a 15-20 minute mask treatment. Mildly stimulates, cools and tightens the pores and leaves complexion glowing	REVLON	33s 6d
<i>Tired skin</i>	ACTIVE MASK induces a deeply penetrating moisturising of the skin, leaving it smooth and clear, and giving lasting freshness to make-up. Apply to face and neck for 10-15 minutes, removing with warm water	JUVENA	37s 10d and 63s 5d
	LANOLINE FACE FACK based on lanoline and herbal essences revives the skin, refines its texture and removes all trace of fatigue. Apply to face and neck, leave for 15 minutes, removing with cold water	CHRISTY	tube 3s 6d sachet 1s 8d
<i>Dehydrated skin</i>	MARINE ALGA MASK, because of its gentle action can be used two or three times a week. Apply all over face and under eyes, leave until dry, remove with warm water and skin tonic	LANCOME	48s 6d
	LIVING PEACH—a beauty mask laced with precious vitamins from peaches—brings back bloom to neglected skins. It doesn't set into a mask, but remains creamy and soft whilst it pampers your skin	INNOXA	22s
<i>Oily skin</i>	MASQUE BLEU is soft and creamy, and contains orchid pollen as well as refreshing cleansing and astringent ingredients. Wash off with warm water after 20 minutes	ORLANE	30s
	OATMEAL BEAUTY PACKS, like oatmeal soaps, are known for their deep pore-cleansing properties and their talent for refining the texture of the skin	RIMMEL	2s 5d
<i>Troubled skin</i>	SPECIAL PORE MASK—a fairly heavy mask to refine large pores. Apply to face but not to neck or around eyes. Leave for 15-20 minutes and remove with lukewarm water	HELENA RUBINSTEIN	15s 9d
	YEAST PAC ACNE TREATMENT—a medicated formula for troubled skins of all ages: draws out impurities and encourages a clearer healthier skin. Mix to a paste, leave on for 15 minutes and remove with cold water	POTTER & MOORE	1s 2d
<i>Quickies</i>	FACE LIFT—a transparent instant mask, that tightens pores and stimulates circulation. Leave on for three minutes only, rinse away with warm water. Leaves your skin fresh firm and invigorated	GALA	13s 9d
	HONEY MASK—is a magically quick pick-me-up for a skin looking temporarily tired. Its gentle skin renewing action makes it possible to use it just before applying an evening make-up.	JUVENA	22s 6d

# More for the men



Beauty Business is interested in the men's toiletries market, and posed a set of identical questions to four leading companies in the field. This is the result of the Q & A session.

## Cossack

**Q** Has the market for Cossack grown in the past five years?

**A** In the last five years, the male toiletries market has accelerated at an average annual growth rate of 6 per cent. Current value is now nearly £10 million per annum at retail selling price. (£23 million including hair dressings and shaving creams and soaps). Within this structure, sales of Cossack have increased many times over.

**Q** Has the increase followed the same pattern as that in the USA?

**A** Market trends would appear to follow a similar pattern to that of the US. Between 1967 and 1968, for example, the US market increased by 8·4 per cent. Expenditure per head in the UK is approximately 20 per cent of that in the US. However, British products are generally only half as expensive, with the effect that actual volume of goods bought in this country will correspond to something like 40 per cent of goods bought in the US. Additionally, it is relevant to note that the average income in the UK is only 35 per cent of the average US.

**Q** What are the best sellers in your men's toiletries in order: After shave, talc, Cologne, deodorants etc?

**A** Sales shares, by percentage, in the main toiletries market are:

	per cent
Hairdressings	42
Shaving creams/soaps	28
After shave lotion	14
Talcum	8
Deodorant/Colognes	4
Pre-electric shave lotion	4

**Q** Who buys Cossack? (a) age group, (b) socio-economic group?

**A** Extensive consumer research has indicated that the majority of Cossack purchasers fall into the 16-24 age group. However, significantly, sales of Cossack are not limited to any particular socio-economic group, but are spread evenly across the whole social structure.

**Q** How much is bought by women for men?

**A** The figure varies considerably with regard to the different types of products. After shave lotion is especially popular with women purchasing gifts for men. Women purchasers account for roughly 70 per cent of sales of after shave lotion. On the other hand, hairdressing products do not appear to fall into the same luxury "gift" category and 80 per cent of men claim to buy their own.

**Q** Has the type of perfume changed through demand?

**A** In the male toiletries market, the most significant trend is towards a more feminine perfume or fragrance. Traditional, conservative male fragrances—eg, woody, leather—are steadily giving way to a spicy, cologne variety.

**Q** How much "shame" factor in the usage of men's toiletries still exists?

**A** The "shame" factor is generally assumed to be an inhibiting influence on male purchases, but has never, in fact been accurately assessed. It may affect some Cossack users.

**Q** How do you see the future trend of men's toiletries in this country?

**A** If the present pattern continues, the men's toiletries market should achieve and maintain a steady, overall growth rate. However, a more rapid increase is to be expected in the aerosol convenience sector of the market. Aerosol shaving foams are another example of a convenience field that has interested manufacturers.

NOTE: Advertising expenditure on men's toiletries (excluding hairdressings and shaving preparations) is estimated to be over £500,000 per annum. Expenditure on hairdressing preparations and shaving soaps and creams is approximately the same in each case, making a total appropriation of £1½ million per annum.

Research has shown that men under 25 are less inclined to use hairdressing preparations than older men. Among those who do, a relatively high proportion—40 per cent—use aerosols. They have therefore become identified as the modern form of hairdressing. The main specific reasons for the popularity of aerosols compared to other methods of packaging hairdressing are because they are quicker, simpler and less messy to use, and the hair looks more natural after application. Aerosol sales are probably above average in the chemist and hairdressers.

# Roger & Gallet

**Has the market for the Monsieur range grown in the past five years?**

A The Roger & Gallet Monsieur range was introduced less than five years ago, but its popularity has increased notably over the past 18 months.

**Has the increase followed the same pattern as that in the USA?**

A At present Monsieur is not exported to the USA.

**What are the best sellers in men's toiletries in order: After shave, talc, Cologne, deodorants etc?**

A After shave is far and away the best seller, followed by after shave spray, then Cologne, and last of all deodorant.

**Who buys Monsieur? (a) age group, (b) socio/economic group?**

A Monsieur is bought mainly by men between 24 and 40, in the socio/economic group.

**How much is bought by women for men?**

A Probably as high a proportion as 0 per cent is bought by women for men.

**Has the type of perfume changed through demand?**

A Monsieur with its light, dry and lightly spicy fragrance was brought out as an alternative to Roger & Gallet Eau de Cologne Extra-Vieille.

**How much "shame" factor in the usage of men's toiletries still exists?**

A The "shame" factor would seem to be decreasing with men's growing interest in their fashion, hairstyling and general grooming.

**How many women's products are used by men in the home—deodorant, talc etc?**

A Deodorants and talcs both appear to be common property in a family.

**How do you see the future trend of men's toiletries in this country?**

A The Monsieur range was sold out within six weeks of having been introduced into Britain. Roger & Gallet are confident that there will be a growing market for men's toiletries in Britain, most markedly in the section of after shave preparations.

# Mennen

**How has the market for Mennen grown in the past five years?**

A Since Mennen entered the UK market four years ago, sales of all products have increased steadily. Last September, two new fragrances were launched, Wild Moss and Dry Lime, both of which have been successful.

**Has the increase followed the same pattern as that in the USA?**

A The market for men's toiletries in the USA is developed to a much greater

extent than in the UK, the average American male being far more aware of men's toiletries than his UK counterpart.

**What are the best sellers in men's toiletries in order: After shave, talc, Cologne, deodorant etc?**

A Excluding hair preparations, after shave is out in front with a value of £4 million at retail selling price, followed by shaving creams with £3·6 million, deodorants with £1m and all others with £1 million.

**Who buys Mennen? (a) age group, (b) socio/economic group?**

A There is a tendency to think of the men's toiletries market as being more important to the younger generation, especially teenagers. However, our consumer research has shown that Mennen is bought by and for men of all ages, and all social and economic classes.

**How much is bought by women for men?**

A As far as we know no-one has been able to point a finger to this. Consumer research we have carried out indicates that at some time the majority of women have bought toiletries as gifts for men, but it is extremely difficult to estimate an annual percentage of purchases by women.

**Has the type of perfume changed through demand?**

A Whereas in the past men have appeared to prefer a light fragrance, the swing is now towards the stronger type.

**How much "shame" factor in the usage of men's toiletries still exists?**

A Broadly, fragrances are becoming more acceptable. The fact a man uses an after shave or Cologne, no longer labels him as effeminate.

**How many women's products are used by men in the home?**

A This is difficult to assess, particularly as deodorants and talcs are being considered as family products. However, there is little doubt that a significant number of men use these products when they are readily available in the home.

**How do you see the future trend of men's toiletries in this country?**

A The increased acceptance of male toiletries assures the future growth of the market. The rate at which this development takes place depends on a considerable number of factors, not the least of which is the woman of the UK badgering or cajoling her man into using toiletries on a regular basis.

# Yardley for Men

**How has the market for Yardley for Men grown in the past five years?**

A At approximately 8 per cent per annum.

**Has the increase followed the same pattern as that in the USA?**

A The increase in the UK market has not been as fast as the wild forecasts of

about ten years ago. According to the EIU report (November 1967) the amount spent per head on men's toiletries in this country is only one fifth of that in the USA. The main growth areas are after shave and deodorants, as in the USA. However, whereas men's colognes have become very important in America, sales in this country are slow but steady."

**What are the best sellers in men's toiletries in order: After shave, talc, Cologne, deodorant etc?**

A An independent market research organisation has given the following figures for usage among users of men's toiletries:

	per cent
After Shave	63
Talc	42
Deodorant	32
Pre-shave	21

Our own sales reflect these figures.

**Who buys Yardley for Men? (a) age group, (b) socio/economic group?**

A 18-35-year-old A, B, and C groups.

**How much is bought by women for men?**

A After shave about 70 per cent; talc 65 per cent; deodorants 50 per cent.

**Has the type of perfume changed through demand?**

A Yes. The more traditional Yardley for men products with their lavender fragrance appeal to users slightly older than the market average. Our new Cougar range has a completely new fragrance, designed and tested to appeal to the younger users, who are obviously the main growth prospect.

**How much "shame" factor in the usage of men's toiletries still exists?**

A This is rapidly breaking down. For instance, although not easily quantified, the figures for men's deodorant usage are "depressed" because men prefer to use their wives' deodorant. But, quoting the EIU Report again, after shave is used by one in three, and by one out of two in the under 30 age group. Advertising has always deliberately played down any ideas of effeminacy, concentrating on "good grooming" and gift giving. And the percentage of the self purchase particularly with deodorants, is steadily increasing.

**How many women's products are used by men in the home?**

A We feel that this is mainly confined to deodorants, and to a smaller degree to talc—though probably this is compensated for by women using men's talcs!

**How do you see the future trend of men's toiletries in this country?**

A Prospects are very exciting if the UK is going to emulate the American market. There is a tremendous growth potential for after shave, talc and deodorants, and for a long time they will remain the keystones of the market. As the market develops, and as they buy more for themselves men will obviously become more discriminating in the fragrance they select.



ROGER & GALLET LTD., 17B CURZON STREET, LONDON W.1. 01-493-7435.

# Springtime Special

Roger & Gallet's

Jean-Marie Farina Extra-Vieille  
Eau de Cologne

The original, brilliant formula of Roger & Gallet's Extra-Vieille Eau de Cologne is still a jealously guarded secret—but, amongst a score of other ingredients, it includes

- ...the oil of Sicilian lemons for its fresh, stimulating notes
- ...bergamot from Calabria to add the finesse of light green notes
- ...essence of neroli from orange trees
- ...roses from Bulgaria and rosemary and jasmin from Grasse

Prices: 10s to 54s

# Don't get irritated.

But we're about to tackle a delicate subject.

A lot of the world's great skin products are worse than useless . . . for a certain group of women. Women, people call 'allergic'. Women with sensitive, delicate skins. The kind of skin that gets indigestion from creams that are too rich, too thick, too heavy. Some creams just sit like an oil slick on the surface of skin like this, too fine-textured to absorb them. So at best, they do no good at all. And at worst, skin goes flaky, red, puffy, sore. Eyes can water, itch and swell.

That's why we added hypo-allergenic products to our Skin Specialities—products so pure even hard-to-handle skins find them easy to take.

**Pure Moisture** pale-pink hypo-allergenic moisturizer. Unperfumed. Screened of the ingredients that can cause puffiness or irritation. And light as light can be. Just plain, pure moisture and plenty of it, for all day, all night, under make-up or on its own.

**Night Life** hypo-allergenic night cream. Rich enough for the greediest skin, whipped so fine the shine is gone in minutes, while the goodness soaks right in, goes on nourishing invisibly right through till morning.



Hypo-allergenic  
**Pure Moisture**  
**Night Life**

by  
**GALA of London**

# A is for allergy B is big business

If A is for allergy, then B must be for big business, since "ethical" cosmetics are fast becoming one of the largest growth areas in the beauty industry.

In the United States, where the beauty business is a huge money-spinner, most of the leading cosmetic houses are now financing research into producing such cosmetics.

Pioneering this field in the States was Almay, whose hypo-allergenic range of cosmetics has now been on sale in Britain for just under two years. Originally,

Almay began in America in the 1920's as a small company specialising in skin care and make-up products for allergy sufferers.

In 1963, however, they expanded to become a fashion cosmetic house, challenging the giants of the North American industry. This challenge was more than justified by their sales growth which, by 1969, had established Almay as a glamour house with "the extra plus of purity."

In Britain the market for "pure" cosmetics is immense. Obviously, the number of women who are totally allergic to

ordinary make-up and skin care products is very small—probably not more than 5 per cent of the total market. But an extremely large number of women—as many as seven out of ten—with perfectly normal skins can very occasionally have a slightly sensitive reaction to the most common ingredients in ordinary make-up. These are the women to whom buying hypo-allergenic cosmetics is plain commonsense.

Unfortunately, to the average British woman, a word like hypo-allergenic has immediate medical connections—probably making her think that these products are only for women who are constantly afflicted with puffy eyelids, spotty skins and allergic rashes and bumps. In fact, hypo-allergenic means simply that products with this label are free, wherever possible, from allergy-causing ingredients like certain oils and perfume, and, therefore, consumers buying such products are merely taking out a little skin-care insurance with their glamour purchase.

In order to emphasise this point to British consumers, Almay was launched in Britain with skin care products backed up with a good range of fashion make-up. During their 21 months in the British cosmetic market they have added a number of high fashion products to their range—notably their Soft Lustre eye shadows.

Currently, Almay are working on more new products, all of which expand their share of the glamour-with-purity market.

To a number of experts the future of the beauty business seems to lie in products with a scientific pedigree. Probably the science-not-so-fiction future of the market will lie in beauty in a pill. In the meantime, the companies, like Almay, who are marketing "ethical" cosmetics will probably find that more and more of the big beauty houses will be jumping on their purity band wagon. And a time may well come when women will not buy any cosmetic unless it carries a guarantee of hypo-allergenic purity.

Gala are new in the hypo-allergenic field. They have just marketed Pure Moisture, special because of its extra lightness for use under make-up to protect against dryness, and Night Life, rich in moisturisers and oils, but still light and easily absorbed.

## Queen preparations

Boutalls the chemists have a special range of toilet preparations which have been formulated for use by people with sensitive skins. They know that there are certain individuals who are highly sensitive to substances which have no effect upon others, and each of their products is based on substances which are known to have a soothing and tonic effect on the skin. Their Queen range includes all skin care and make up items, as well as a soap, a shampoo and a sunburn lotion.

For further details about the Queen range get in touch with: Boutalls Chemists Ltd, 60 Lamb's Conduit Street, London WC1.

## Gala

Photographs by courtesy of Almay



# Rundown on new products

**The House of Roberts Windsor**

**French Almond Dusting Powder**

**FUNCTION** leaves skin feeling smooth and deliciously fragrant

**PRICE** 19s 6d

**SELLING PEG** an addition to the already well-known French Almond range, this powder is made from finely sieved Italian talc, and is presented with an attractive yellow and white puff in an elegant black drum

**Helena Rubinstein Silk Fashion Make-up Collection**

**FUNCTION** to care for the skin . . . beautifully

**PRICE** from 7s 3d to 17s 6d

**SELLING PEG** a new make-up collection containing real silk plus moisturising agents. Available end of March

**Bronnley Lemon Punnet**

**FUNCTION** everything you need for the bath-and-after

**PRICE** 9s 5d

**SELLING PEG** a neat straw punnet containing a travel size bottle of refreshing Verbena bubble bath and hand & body lotion plus a toilet size lemon soap. Would make an excellent Easter gift, or a charming hostess gift

**Chesebrough-Pond's**

**Dri Mist Odorono Time Release Anti-perspirant**

**FUNCTION** an instant drying anti-perspirant with a cool, fresh scented spray

**PRICE** 7s 11d

**SELLING PEG** this new anti-perspirant begins to work directly it encounters perspiration moisture. Its action continues as soon as any sign of perspiration appears—hence its name

**Elizabeth Arden Bye-Lines**

**FUNCTION** helps control wrinkle-causing dryness by maintaining the moisture level in the skin

**PRICE** 55s

**SELLING PEG** this transparent, delicately scented under make-up firming lotion, with its fine oils and herbs are quickly absorbed to give a gentle "shape-up" to the face. Available from April 1

**FUNCTION**

**PRICE**

**SELLING PEG**

**Anne French Immac**

an aerosol hair remover that leaves the skin baby-soft

25s

has been clinically tested for safe use even on sensitive skins

**Molyneux**

**Fête Parfum Creme**

a luxury creamy-type perfume that lingers discreetly

45s

created for women who prefer a lighter version of their favourite fragrance for day wear. Fête Parfum Creme can be applied all over as a skin-cosetting body lotion

**FUNCTION**

**PRICE**

**SELLING PEG**

**FUNCTION**

**PRICE**

**SELLING PEG**

**Roger & Gallet Bain-Tonique**

a vitaminised foam bath

15s and 25s

Bain-Tonique is both stimulating and refreshing, tones the muscles and soothes the skin

**Mary Quant Smoothers**

an all-in-one heavier foundation to hide imperfections

10s 6d

a new creamy formula that won't cake. It covers well yet doesn't look too thick. Comes in Light, Beige, Dark and Bronze

**Monsieur de Givenchy Travel Wallet**

for male grooming

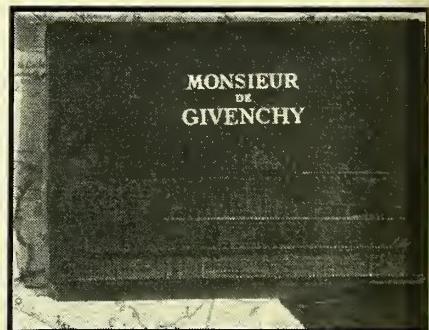
25s

super for travelling light—this handy little black travel pack contains 1 oz size bottles of Monsieur de Givenchy after shave and eau de toilette, and a matching, generously-sized toilet soap

**FUNCTION**

**PRICE**

**SELLING PEG**



# I'm giving slimming the push...

the strongest-ever advertising push for SAXIN\*

I'm running through our new campaign for 1970—springing up to you that it's easier to keep slim with SAXIN. I'll be telling my slimming success story to weight-watchers up and down the country, using more colour, more frequency and more friendly advice than ever before. Colour advertisements in men's magazines. Dominant display in newspapers. And I'll be giving SAXIN a boost at point-of-sale with very new counter cards and adhesive stickers.

SAXIN means more cash profit than any other sweetener. So make sure you're well stocked. Everyone's going to remember—it's easier to slim with SAXIN in 1970. (Easier to sell it, too.)

de Mark

3035



BURROUGHS WELLCOME & CO.  
(The Wellcome Foundation Ltd.)  
DARTFORD, KENT.

# Rundown on new products

## Coming Soon:

Miners know all about cheating the sun and have come up with a trio of products that show you how to tan without trying or frying! All three products are very reasonably priced and attractively packaged, too. Here they are:

Trick Tan: smooth this colourless cream all over the body, wait six hours and—he presto—a beautiful brown body as natural as the real thing! Price: 3s 1d

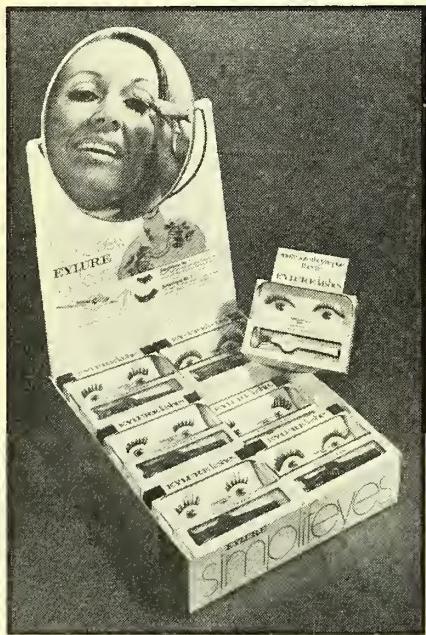
Sun Scene: a non-greasy, transparent tan tint all the year round make-up. Price: 4s 9d

Take Care: a built-in sunscreen which protects and moisturises against summer sun. As an extra bonus Take Care can also be used as a cleanser. Price: 3s

## What's New Eyewise

Quant has brought out a new lash called Lush Lash. It's extra long and extra fine with a transparent base to make lashes look like a natural extension. Light, wispy lashes in black or brown. Price: 27s 6d.

Eylure have two new lash types—Simplifeyes No 1 and Simplifeyes No 2. These packs have a banded eyelash applicator—free—and the lashes are designed especially for novice lash-users, and particularly for the older women.



Simplifeyes No 1 is a short half-width lash with spiky trimming... designed to be worn from centre to outer lid to add density to natural lashes. Available in black or brown. Price: 15s 6d. No 2 is a full-size lash, trimmed to a natural shape and believable length. Also available in black or brown. Price: 19s 6d.

For the eyelash connoisseur—or for those who like to have wide scope for experiment—recommend Eylure's Versateye pack which contains four different strips. Price: 39s 6d.

## What's New in Packaging

### Kleenex

Kimberly-Clark Ltd have redesigned the packs for their standard range of tissues in the "regular" shape box. The new motif is a fan of overlapping petals, and the perforated aperture in the centre of the fan is in a new shape, which allows you to take either one tissue at a time, or a handful.

The tissue colours in the 150 boxes are Soft Pink, Soft Lemon and Soft White in matching packs, plus the new Carnaby multicolour pack which contains tissues in six different shades.



### Femfresh

Femfresh are now marketing two new economy packs. The first is an addition to the useful deodorant sachet line—a 20-sachet pack that will retail at 5s 11d. The second is an extra large dry spray—120 grams—that will be selling at 8s 11d. It will be sold in two fragrances "Fleur" and "Fougère".



## Carnate

Demuth's two-in-one nail aid, Carnate, which helps prevent and cure brittle, split nails while giving a waterproof and long-lasting polish, has now been individually carded to meet the increasing demand for this type of merchandise. The card can either lie flat, be hung, or stand freely to make an effective display. The carding is by the new patented Sandee process.



## Bronnley

Bronnley's range of bath-and-after toiletries have now been given a new look. The bottle lines are now of lightweight pvc and they are all prettily colour-linked with their matching turtle oil soaps in both the bath and toilet sizes.

## QUEEN non-irritant BEAUTY PRODUCTS

Recommended by the Medical Profession

Proprietors: Boutalls Chemists Ltd., 60 Lambs Conduit St., W.C.1  
Agency Distribution: Pearmoss Ltd., 53 Gt. Marlborough St., W.1

# SPRAY-AWAY IS IN VOGUE!



Spray-Away, the revolutionary new aerosol depilatory, is now getting the full Vogue treatment. And is appearing in Nova, Vanity Fair, Yorkshire Life Group and the national daily newspapers. Are you ready for the revolution? If not, fill in the coupon and send to:—

*Spray-Away*  
*by Total Beauty*

13 TO THE DOZEN DISPLAY BONUS

TOTAL BEAUTY LTD.,  
89a, High Road, London, N.22.

NAME.....

COMPANY.....

ADDRESS.....

.....

Retail Price 27/6 per bottle; Trade Price 162/- per dozen;  
Purchase Tax 86/11 per dozen; Retail Mark Up 50% plus on trade.



One of the most feminine things  
a girl can wear is the one thing  
you'll never see.

Muguet des bois by Coty.



A complete fragrance collection